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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXII.

NEW YORK, AUGUST 11, 1910.

No. 6.

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There never was a good pendulum that didn't swing both ways, and there has been a pendulum action in advertising affairs. Twenty-five years ago it was hard to convince a man that advertising could be made to pay. Today the hardest thing we have to do, at times, is to make a prospective advertiser understand advertising limitations and successfully insist upon getting at the matter right.

The pendulum has swung far along the arc, and we believe that it is moving back from the extreme position where the American business man would tackle most any sort of an advertising "scheme" or "plan" which was presented to him by a glib talker.

Intelligent publicity can be made useful to any legitimate business and we are anxious to get in touch with the business men who want to discuss the matter fully, freely, and fairly.



Philadelphia New York Boston Chicago

This Year add the
Wisconsin Agriculturist
 to the Foot of Your List—
Next Year it will be at the head.

The Reason!

Editorial power and concentrated circulation among a people whose growing income furnishes the means of gratifying the wants it is daily creating.

There is a bundle of facts waiting for the address of the man who is seeking larger profits.

THE WISCONSIN AGRICULTURIST
 ARTHUR SIMONSON, Publisher
 Racine, Wisconsin

Geo. W. Herbert,
 Special Representative,
 First National Bank Bldg., Chicago.

Wallace C. Richardson, Inc.
 Eastern Representatives
 41 Park Row, New York City

Member Standard Farm Papers Association

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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NEW YORK, AUGUST 11, 1910.

No. 6.

SELLING AND ADVERTISING POINTS GLEANED FROM THE KELLOGG EXPERIENCE.

TRADE POLICIES FOUND VITAL—BEGINNING THE CRITICAL STAGE OF CAMPAIGNS—NATIONAL ADVERTISING CHOSEN—48 MAGAZINES USED—ARGUMENT AGAINST ADVERTISING AS CAUSE OF HIGH PRICES—"ADVERTISING THE ADVERTISING"—STRONG BELIEVERS IN TRADE PAPERS—ADDRESS AT OKLAHOMA CITY AD CLUB.

By *Ellis L. Howland*.

Advertising Manager and Special Representative, Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

The early efforts of our company to use printers' ink was a ridiculously small start, the funds being only such as Stanley Clague, advertising agent (who has built and managed the advertising from the start), could derive from a designated percentage of actual sales in a given territory in which he was permitted to experiment.

Some interesting observations on advertising and selling have grown out of the four years' interim between then and now, when our annual expenditure for advertising is about \$300,000 (excluding probably an equal amount which *might* be classed advertising expense, but which we prefer to charge against selling expense.)

Fundamentally, no advertising can succeed permanently unless it is backed by an article of real merit. Nor, in our opinion, can the most meritorious article succeed in a large way without liberal publicity. The two are an

invincible combination, but alone neither can attain great effectiveness.

Fortunately, the Kellogg management early recognized one other great truth—the necessity for correct sales policies, as well as effective publicity. Mercantile publicity can never succeed unless it is supplemented by general and widespread distribution and a willing co-operation on the part of distributors. Great fortunes are wasted by some advertisers because they have failed to recognize this. There may have been a few false steps in the early merchandising of our company, but if so, they were speedily corrected, and by the time the company was fairly launched as a national advertiser its selling policy was such as met with general approval in the trade and has bred the heartiest popularity together with a spirit of helpfulness. We regard it as one of the chief cornerstones of our advertising success that we have always maintained close harmony between our advertising and selling departments.

The most critical stage of advertising, as to its success or failure, is *before it begins*. In other words, advertising is not well undertaken unless it has been preceded by careful thought as to the character and peculiarities of those to whom it is addressed, and a full recognition of the opportunities for error and failure, as well as the chances for success which it is likely to encounter. Gloomy retrospect is quite as valuable to an advertiser as rosy prospects. In the cereal business history records a terrible mortality rate. For every failure there has been a definite

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reason and in framing the sales policies of our company, the trial was scanned very carefully. The lessons drawn from the books for which our predecessors paid the tremendous cost are most valuable possessions. A good way to keep out of trouble was not to get into it.

DETERMINING NATURE OF ADVERTISING APPEAL.

Another fundamental laid down before the Kellogg company's product was given wide publicity was the determination of the nature of the appeal which the advertising should convey. It was early decided not to appeal to the imaginative minds of hypochondriacs and chronic dyspeptics by the arts of quackery. The framers of the Kellogg policy recognized that they were not making and selling a nostrum or a transitory patent medicine fad, but a practical food, which had food value, tasted good, and ought to be used because it made a good breakfast. If it succeeded, it was to become a staple article of general use; a common product, not a passing whim.

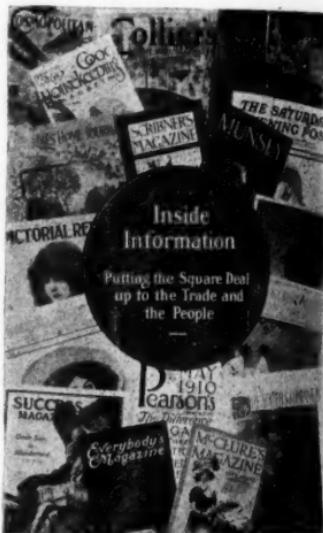
Factory and selling force and advertising were judged useless and futile, too, unless the trade was won by equitable and fair treatment and made willing to freely handle and push our products. Our company has always felt that its advertising ought to be framed to aid the grocer quite as much as merely to appeal to the consumer.

Another aim has always been not only to sell goods but to build reputation for the product and the company. We had an idea that reputation was more valuable than quick temporary sales, and we aimed to build for all time. We aimed to standardize the product as fast as we introduced it; coax the first trial purchaser while at the same time interest the buyer already in the ranks of regular users.

The selection of mediums is, of course, important but its most important stage lies in preliminary study. Two courses are open to an advertiser—to plant his

business locally and later progress from state to state; or nationally, letting its influence, "like the gentle rain," fall on all parts of the country alike. Without the slightest prejudice toward the other method of publicity, our company chose the latter and has generally held to national advertising. There have been exceptions—cases where some local condition needed local treatment through the medium of the daily newspapers which circulated through that section—but as a rule magazines of national circulation have been most productive of results to us.

At the present time, we are



A FINE COLOR FOLDER TO DEALERS.

making use of about forty-eight national magazines, with a combined circulation of 17,575,000. Our copy is generally of a pictorial type, with drawings by some of the best artists of America, whose pictures we purchase at what some regard as exorbitant prices. We believe, however, that the public discriminates very sharply and forms impressions from the character quite as much as the assertions of an advertisement. We are at the present time making a special campaign of "advertising

our advertising" with the trade, for in this, like everything else, we feel that we ought to keep our distributors very closely informed as to our movements.

ADVERTISING THAT REDUCED COST.

Much of this talk about advertising being an immense burden on the consumer and adding to the "high cost of living" is not only untrue and unjust, but misleads the consumer and prejudices him against the trade. We believe that advertising actually reduces cost to the consumer and our experience proves it. When our product was first put on the market, the package was only about two-thirds its present size and sold for fifteen cents. Advertising so stimulated demand as to justify larger and more systematic production and more economical manufacturing and selling methods, directly resulting in almost doubling the size of the package and at the same time justifying us in reducing the price to ten cents. Despite our immense advertising expenses, the cost last year was only five-eighths of a cent per package. Remember that the cost of advertising is reduced with every increased customer added through the instrumentality of advertising. Advertising is valuable to the consumer, as well as to the manufacturer and dealer. If it serves the useful purpose of bringing together the willing buyer and willing seller, the slight expense involved ought to be freely paid.

I am frequently asked whether we can accurately determine what pays and what does not. In national advertising it is difficult, unless the advertiser has a special offering; and our company never does have. We do know, however, from supplementary sources of information, that there is definite pulling power in national advertising; that it keeps the product constantly and increasingly before the consumers, and that our business increases in much the same ratio as our advertising appropriations.

I am also asked if we cannot

reduce our advertising after a time, or perhaps discontinue it altogether after our product is well established. It depends very largely on what "the other fellow" does. At best, it is a dangerous experiment in so hotly contested a field as ours, and we prefer to regard advertising as a fixed charge—quite as legitimate as any other selling expense—and then "keep everlastingly at it."

THE PROGRESSIVE CHANGES OF A CAMPAIGN.

Of course, the character of advertising campaigns changes from



ONE OF A SPECIAL SERIES OF SEMI-TRADE ADS.

time to time. When you are introducing a new product, the appeal must be to strangers to arouse their curiosity. Once established, with the goods moving well, the appeal should change accordingly. When the imitators get busy—and they are inevitable with successful products—it is the brand which demands pushing more than the quality. If the price is the weapon of your competitors, that should be the feature. Our experience is that advertising changes with conditions, and, as I have said, it is of the utmost importance to keep well informed as to the pulse of conditions—in

the trade and among consumers. Advertising, like an individual, must be alert to every changing whim of public circumstance. At best, it is only printed individuality.

There are scores of advertising methods which have peculiar merit of their own and, while we stick very strongly to national publicity, we occasionally make use of other mediums. Last summer we laid out a campaign among farmers; booming the growing of better corn. It involved not far from \$50,000 and at one time made use of about 2,000 newspapers in the six great corn-growing states. Billboards, novelties, programmes, electric signs, etc., have all, from time to time, also been effectively employed by us.

We have always felt the necessity for working very closely with the trade in our advertising and have, therefore, been warm champions of the trade press. I may be pardoned, as a former member of the trade press, for saying that within its realm I believe the trade press is not generally recognized for its true worth. Of course, there are some papers of little influence in the trade, but infinitely more that are a power and can be made of material assistance to any square-dealing manufacturer in influencing his relations with the trade on which he must rely for any widespread, general distribution. We make continuous use of some thirty-five grocery trade papers, at an expense of about \$10,000, and feel that the money is well expended. Of course, it might be wasted if we did not carefully weigh the character of our copy and choose well the papers which are to carry it.

VALUE OF TRADE WORK.

A campaign of this sort is necessarily coupled with an intimate acquaintance with trade conditions and trade sentiment. We devote much money and attention to keeping up such an acquaintance. Our endeavor is to see things as the grocer sees

them and, so far as we can, to mould our methods to serve his interests, promote his interests and the popularity of our goods.

We sell every case of our goods through jobbers—strict jobbers; not retailers who are rated as jobbers because of the size of their purchases. We regard this as an economy and convenience to us, to the retailer and to the consumer, and we are prepared to demonstrate that it is. Having reached that decision, we cannot feel it is fair to the jobbers or to most of the retailers to sell *any* retailers direct at jobbers' prices. This necessarily requires that we cannot have any quantity price, else the few big retailers would own our goods cheaper than the legion small ones and we would beget a liberal crop of favorites, price-cutters and disgruntled distributors, of both retail and wholesale classifications, complaining of unfairness and lack of profits. This policy destroys all incentive to over-stock our goods—because one case is as cheap as by a carload—and our goods are always fresh and in best condition for the consumer; a virtue from which manufacturer, trade, and consumer benefit alike. We have no premiums, schemes, coupons, rebates or other unhealthy stimulus. In fact, our aim is to treat every dealer, great or small, exactly alike and to see that everyone has, and is protected in, a fair profit.

James A. Crane, the well-known paper manufacturer of Westfield, Mass., died at his home June 28, aged 62.

Hamilton Gibson, for the past seven years connected with the Sanitol Chemical Laboratory Company, of St. Louis, as advertising manager, has resigned to go with the Raiston-Purina Company, of St. Louis, where he is succeeding George R. Robinson as manager of the cereal department.

The Tomer Advertising Agency, Inc., 238 Old South Building, Boston, is asking to be put on the mailing list of national magazines. Several accounts are to be developed for national campaigning in the fall.

In Philadelphia

According to the United States Census estimate just made public, there are

1,540,430 People

To house them all there are about

300,000 Dwellings

The net paid daily average circulation of "The Philadelphia Bulletin" during the month of May was

237,122 Copies a Day

(A COPY FOR NEARLY EVERY HOME)

Many local retail stores concentrate their advertising in "The Bulletin" and find they can at one cost "cover Philadelphia," because

**"In Philadelphia
Nearly Everybody Reads**

The Bulletin"

WILLIAM L. McLEAN, Publisher

NEW YORK OFFICE
Dan A. Carroll
Tribune Bldg.

CHICAGO OFFICE
J. E. Verree
Steger Bldg.

THE "MIX-UP" CENTERING AROUND THE JOBBER.

DISTRIBUTION CONDITIONS UPSET BY THE EVOLUTIONS OF JOBBERS INTO MANUFACTURERS AND RETAILERS AND THE TENDENCY OF MAKERS TO SELL DIRECT TO RETAILERS—THE SITUATION AS IT STANDS IN ALL ITS COMPLEXITY.

By *Raymond W. Gage.*

I

Suppose you are a "tenderfoot" manufacturer, with lots of cash but no experience. Suppose you had a brand of goods for popular consumption that was the very best yet. Wouldn't you naturally suppose that your troubles were about over after you had created a hankering for your product in the minds of several millions of your fellow countrymen?

"If I can get an *inflow* of orders I can take care of the *outflow* of goods," you are very apt to say, and, saying it, you would prove what a very callow manufacturer you are.

For when you begin the task of distributing your goods from the factory into the homes of your ultimate buyers, you bump against several dozen varieties of snags, trade undercurrents, subterranean eddies and quicksands.

For, grinning at you, as it is grinning at most manufacturers to-day, will bob up the question, "What shall we do about the jobber?"

The jobber is one of the very stiffest problems facing manufacturers. How to dispose of ex-presidents is a cinch in comparison. Ask that life-long friend of yours, who is a sales manager of the Incomparable Specialties Company, for confidential information, and he is apt to tell you that the question of the right policy to adopt in relation with the jobber and the retailer follows him home at night like a yellow dog. He will tell you that he has studied how to lessen the friction on his goods in their course to retailers as he never studied at school. And you will recall that he used to dig the answers out of

the very toughest problems in the back of the algebra book quite easily.

What, then, is the trouble?

Ask this question of the manufacturer, the jobber and the retailer successively and you ascertain the "other fellow is to blame."

"If," says the manufacturer, "Jones, the jobber, hadn't put out his private brand in competition with mine, I wouldn't have had any fault to find. He's pushing his own goods and at the same time handling mine. He won't let me know where my own goods are for sale, for fear I'll go over his head to his retailers. Consequently, between inability to stimulate and help my dealers, and the jobber naturally pushing his own brand, in preference, I'm up a tree, and I'll go direct to the retailer, if he doesn't come to time."

"If," says the jobber, "Martin, the manufacturer, hadn't cut me out and gone over my head direct to the retailer, I wouldn't have put out my private brand."

"If," says the retailer, "Jones, the jobber, hadn't gone also into the retailing business I'd not have accepted the direct prices of the manufacturer and wouldn't have gone into the field of wholesaling, too."

AN INTERCHANGING OF FUNCTIONS.

The jobber, the manufacturer, and the retailer are interchanging functions. Park & Tilford are retailers, with a chain of stores, as well as jobbers. Francis H. Leggett & Co., of New York, are becoming advertising manufacturers of Premier products, as well as jobbers. Here are two jobbers reaching both ways, causing dissatisfaction to the manufacturer and the retailer alike.

The manufacturer, in order to have a finger in the messing up of the situation, has been known not only to go over the jobber to the retailer, but also to jump at once to the consumer. An example is Browning, King & Co., clothing manufacturers and retailers, in fifteen cities.

Of course, the retailer couldn't stand for all of this weekly. So

we see in the James Butler string of grocery stores a retailer who demands jobbers' prices of the manufacturer and who is even doing some of his own manufacturing. Marshall Field & Co., of Chicago, do a large jobbing business. Wanamaker's, of New York, has just organized a wholesale department. All these were at first retailers.

It is easy enough to see why this taking on of another's functions should be regarded as something of more than academic trade interest. As a matter of fact, it is a profoundly vital condition.

THE PLIGHT OF THE SMALL RETAILER.

If James Butler can buy groceries direct from the manufacturer at jobbers' discounts, how can the little retailer on the corner, who is strictly minding his own business as retailer, possibly compete? Butler can sell his goods at prices that are "cost" to the little fellow. And the little fellow must live. He, therefore, is doing his part in stirring up the dust and, by association with other little fellows, putting himself on even buying terms with Butler. Those department stores that get jobbers' discounts are also regarded as just as full of threat to the retailers' business.

For their part such enterprises as those of Butler grit their teeth, mutter something about "competition of jobbers" and "survival of the fittest." Indeed, the department stores, Butler, *et al.*, insist that they must have the jobbers' discount or they can't do business in competition with the retailing jobber. Macy's, or Saks', or Marshall Field's, or the May Department Stores seem to have some justification in their explanation, in view of the invasion of the retail field by the powerful H. B. Claflin interests. The H. B. Claflin Co. was originally a strictly dry-goods jobbing concern, but some shrewd mind in that business read the signs of trouble several years ago, and proceeded to put the Claflin's "out from under" by opening big department stores gradually in New

York, Baltimore, Louisville, etc. The O'Neill-Adams store in New York is part of the Claflin chain. Imagine the feelings of Mr. Straus, of Macy's, when at times he passes that store. Is it likely that he could feel much pity for the little fellow in the Bronx, when he is confronted with a sinister evidence of powerful competition like this?

It is a battle of giants, and the little fellow, buying without any discount, can only sense the lump in his throat and grab at the crumbs of patronage that are thrown his way. If it is going to be his fate to be blotted out,



MANUFACTURER FLAUNTING HIS DIRECT SELLING POLICY IN TRADE PAPERS.

he must get such comfort as he can from the fact that he went down in a pitifully unequal conflict, not with men, but with natural economic forces that tend to crush their path to the consumer by the shortest and the cheapest route.

THE MANUFACTURER DEALS THE CARDS.

And above all looms the manufacturer. Altogether he is the strongest factor in the fight. If he is an advertising manufacturer (and it is the advertising manu-

facturer we are considering) he rules the situation, in the last analysis. He has made his goods known, through their trade-mark, to consumers. He is the maker of the things which this country eats, wears, sleeps on, plays with, and works with. Demand is the voice to which all listen, and substitution can only make a feeble effort to resist or modify it.

The manufacturer in many cases is acting the jobber for himself. Heinz 57 Varieties don't get onto pantry shelves by the jobber road. They go from manufacturer to storekeeper. So with Kirkman's Soaps, so with much trade-marked clothing, so with National Biscuit. So, to some extent, with Armour & Co. and their canned goods. And these are only a few.

But, as a rule, it is certain that most manufacturers would prefer to sell through the jobber to any other method. It eases them of having direct relations with thousands of retailers.

To be sure, there are some specialty manufacturers who would sell direct to the retailer, whatever the conditions. Heinz, with his distributing stations and salesmen, is in position to put his pickles into the hands of the groceryman very quickly and therefore in a fresh state. Also, the National Biscuit Company's crackers and wafers don't tarry on their way so long from manufacturer to retailer direct as they would if they had a jobbing house as a relay station.

But the fact that some companies have tried relations with the retailers and got sick of it is proof of the general feeling. The Columbia Conserve Company is an example. Yet one who is prone to argue the case for the jobber's elimination can dig up strong points. The Lisk Manufacturing Company, of Canandaigua, N. Y., maker of enamel ware, has been doing a direct-to-retailer business. It has 25,000 accounts, it is stated, and is in a most flourishing condition and well satisfied with itself.

Many jobbers have grown to wealth in the course of years.

After a generation or two of often absolute control over the retailer, it would perhaps be expecting too much to have them all renounce their claims to supremacy still. Complaints arise from many quarters that the jobber is too dictatorial, that he ought to be shown that he is not the indispensable fellow he thinks he is.

THE ENTRENCHED POWER OF THE JOBBER.

But efforts to oust him are as certain as fate to be fought bitterly and skilfully. Some jobbers possess the retailers, body and soul. Small storekeepers, and sometimes the larger ones, have been advanced goods by the jobber until the jobber really owns them. In what position are such retailers to put up a restraining hand to the domineering wholesaler?

Entrenched with capital and influence with the trade, the jobber is also a dispenser of business to the manufacturer. Not the advertising manufacturer, usually, but that other who, hungry for orders, snaps up avidly a commission to make for a jobbing house a line of private brand goods.

Such manufacturers frequently find themselves in trouble. Not long ago a manufacturer of edged tools received a notification from a certain jobber that the latter would not renew his contract for the private brand goods. The manufacturer had been making these from time out of mind and the future seemed rosy. He had been getting only a small margin of profit, but he had made money. With his one customer gone, what could he do? His goods had not been advertised and he had no standing with consumers. The jobber had not only taken the goods but also the credit, among the trade, for the product. That manufacturer had a very painful half-year. But he has learned his lesson, for he is now advertising and is establishing himself with the general public, which is not liable to drop him a curt note and take away his market between the time he opens his desk and the hour he goes to lunch.

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THE QUANTITY ARGUMENT AS AN ADVERTISING BAIT.

WIDELY USED TO IMPRESS THE BUYER—SOME ODD TURNS GIVEN TO THE ARGUMENT—THE QUANTITATIVE AND THE QUALITATIVE APPEAL—SOME INTERESTING EXAMPLES.

By H. L. Allen.

An Italian candy vender on New York's East Side saw a group of children hesitate before his stand the other day and hastened to bring salesmanship to bear on them. "Sella mucha lem' drop-ten boxa thisa week," he said—and they bought.

Probably at the same moment, a swell shoeshop salesman on Fifth avenue was saying to a wealthy patroness, "We are selling a great many of these special instep pumps, madam—this is the eighth consignment we have had made up for us this spring."

In the magazines and newspapers—yes, and on street cars and posters—the same selling argument is being made—the same appeal to the “follow the leader” instinct in the race.

Obviously there are two distinctly separate avenues of appeal—the qualitative and the quantitative. Fearsome lest his or her judgment be at fault, lest too great a divergence from the general run of fashion or favor be made, many are turned into purchasers by the delicate balance of the quantitative argument.

Advertising and selling goes by feather-balance considerations much more than may be generally appreciated. The mind may be convinced, but feeling puts forth a fog of hesitation, which is frequently dispelled by the argument that others are buying. It is an old trick in selling real estate, etc., to hasten the buyer and quicken his appetite by showing him that others are buying fast and that to-morrow *everything* may be snapped up.

Just at the present season quantitative argument happens to be particularly plentiful, as a casual

glance over the advertising columns will show.

"Every day 150,000 customers patronize the United Cigar Stores in New York" is the way the tobacco interests are advertising. Gillette, the safety razor man, lays emphasis upon the fact that six factories are needed to supply the demand for his product. "Three hundred looms running daily on cloth we use in Graywood Collars," advertise Earl & Wilson. "Ice worth over \$100,000 at the lowest wholesale prices used in one month to keep Borden's milk ice-cold," reads another ad which is headed: "Thirty-four million pounds of Ice in the month of June alone." The Riker Drug Stores advertise that



Fifteen Million Dishes Every Month

THREE MILLION DISHES EVERY MORNING

Since November began, it has been almost impossible for our mills to supply enough Puffed Wheat and Puffed Rice to meet the demand of the country for breakfast cereals.

For breakfast, they serve them with sugar and cream. Or they mix them with berries, then crisp grains with berries form an enticing blend.

For luncheons—*French toast*—between-supper or bedtimes—they are served in a bowl of milk. That's a delightful Puffed Wheat cereal.

And they serve the whole grain, as crackers and bread do not.

All that's needed to be done before serving is to crisp the grains in a warming oven.

HOW INGERSOLL WATCH AND PUFFED WHEAT DO IT.

they put up 2,036 prescriptions in one day recently. "1,485,792 boxes of Shinola and 90,200 Shinola Publishers and daubers sold in the Twin Cities in the last five years—an indorsement extraordinary," reads another appeal. "We are making our twenty-four millionth cake of The Skin Soap," is the opening appeal of the Andrew Jergens Company in the magazines.

Browning, King & Co. take a little different tack. They show the Metropolitan Building tower on the one hand, and another building of similar lines but half again as high on the other, explaining that the latter shows how the sixteen retail stores of this company would look if converted into a tower like that of the tallest building in the world.

This sort of argument gives the quantitative appeal a graphic touch and an appeal to the imagination.

34 Million Pounds of Ice in the month of JUNE alone

All this ice, worth over \$100,000.00 at least wholesale prices, used in one month to keep Browne's country-hoed milk icecold on its way to New York.

FOR YOUR SAFETY

It costs the Browne Company thousands of dollars a day just to keep on a 30,000-cwt.-capacity train from the country to you. It costs thousands of dollars more per day to keep Browne's milk clean—absolutely clean from its very source to you.

It costs you only 9 cents a quart to get absolutely clean, cold, safe milk.

But—remember—not every one who asks you milk wants to give you Browne's quality—absolutely clean—cold.

Browne's is clean-ready—best.

Browne's Condensed Milk Co.

"Leaders of Quality."

Over \$6,000.00 spent in addition, simply by Browne city branches to buy extra ice whenever their own ample, regular supply was melted—this by strict standing orders.



A QUANTITATIVE APPEAL, PURE AND SIMPLE.

Others have very successfully used this idea, showing how their output, "end to end would belt the world," etc.

Illustrative of the close interrelation between the quantitative and the qualitative argument in advertising, the Washburn-Crosby Company depicts a series of immense grain receptacles, beneath which is the following explanation: "This immense wheat storage house keeps 750,000 bushels of the choicest grain ahead of the immediate needs of our mills. Thus we are enabled to select our wheat according to quality rather than buy the indifferent grades which naturally pre-

dominate in the market's daily offerings."

Salada Tea is alleged to be sold at the rate of twenty million packages a year. It is advertised as being "On sale by over 10,000 grocers in Greater New York." On the front of the huge shoe factory of the Thomas G. Plant Company in Boston is a big sign reading: "17,000 pairs of shoes a day." Over in Brockton the Douglas shoe factory is emblazoned with the statement that there are 11,000 Douglas agents.

ADDING HUMAN INTEREST

There is, perhaps, no more careful advertising being done by any firm, the country over, today than by Robert H. Ingersoll & Bro., Ingersoll Watches. William H. Ingersoll, of that firm, is an enthusiast among enthusiasts as regards the possibilities of making advertising a science. He tallies his returns faithfully and it may be taken as proof positive of the efficiency of the quantitative ad that he has of late been using it persistently.

But Mr. Ingersoll appreciates that figures make very dull reading, indeed, unless something is done to brighten them up. He has, therefore, endeavored to inject a little human interest into his quantitative advertisements. Thus, under the heading "84,000 Ingersoll Watches," he goes on to explain that these watches, in the testing room at the factory, "make a sound like the buzzing of a million bees." His statement that his concern makes some 12,000 watches a day is made vital and interesting when he proceeds to explain how men, real, live men, go about among these watches, as they hang up, and test them in this way and then that way, etc., and then how these watches go out to 60,000 retailers, and finally, how "one person in every five you meet carries an Ingersoll."

Another current Ingersoll ad tells in word and picture how "15,000,000 human hands wind Ingersoll Watches every night." What a wealth of interest behind that statement! The human side

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is what makes it readable, re-
memorable, effectual.

THE TEMPTATION TO EXAGGERATE.

It is obviously true that there are kinds of quantitative advertising which had best be avoided. When, for instance, the Barnum & Bailey advertising came out this year with the statement that the "greatest show on earth" now represents an investment of \$1,500,000 and requires the services of 1,280 persons, and when the census authorities subsequently reported that they had only been able to count 488 noses, after a careful search of all the circus tents, the public smiled knowingly and changed the subject. But what Barnum & Bailey can do is not what the average advertiser can do by a long shot. It is an easy matter to add an extra zero or two, but it is a very serious

tiser who is not well established and well known had best leave quantitative advertising alone. As in life generally, the stranger's statement of fact is very often taken to be braggadocio.

Congress recently took occasion to place at least a part of the blame for the present high "cost of living" upon advertising. As is most natural, advertising men have rushed to the rescue with a telling refutation of the charge. But is not the most telling refutation of the charge of Congress offered by the consumers themselves, in view of their present hearty response to the quantitative appeal for advertised goods? If the consumers were not appreciative of the fact that advertising creates a greater demand and that a greater demand, in turn, materially reduces the cost, it is not to be supposed that there would be this hearty response to quantitative advertising. The latter would long since have been abandoned by its present users.

The E. R. Thomas Motor Company, to be sure, recently ran a big newspaper ad announcing a new \$200,000 addition to its factory. The ad went on to read as follows: "We built 1,158 cars during 1909-10, all of which have been sold and delivered. We will build, with facilities increased at least thirty per cent—for the 1910-11 season, *only* 1,192 cars, which is less than six-tenths of one per cent of the entire automobile output." The argument there, namely that smaller production means better products, is exceptional, however.



"WE MUST BE GOOD BECAUSE WE'RE BIG,"
THEY ARGUE.

matter for anyone but Barnum to be discovered in so doing.

The public can substantiate qualitative claims for itself by making a trial of the articles thus advertised. But the public appreciates that it has no means at hand with which to substantiate the truth of quantitative statements with any accuracy, especially when the true figures are known but to a very limited group of officials. Quantitative claims, to effect their greatest efficiency, should not only be full of human interest but should be so constructed that the public can read a manufacturer's sincerity between the lines. The adver-

The city of Mobile, Ala., is enthusiastic over municipal advertising. Within eight days recently 132 men in Mobile have subscribed \$100 per year each to meet the expenses of the Mobile Progressive Association, which is to advertise the city. When the Mobile Register offered a prize for a suitable slogan for the city, what was its surprise when within six days more than 6,000 slogans were received in answer. It required a special supplement in the Register of eight pages to print all the slogans submitted in the contest. The one selected reads "Export or Import—Mobile's the Port."

More than
3,000,000 New
read The Associated
Sunday Magazines
each week.

The Associated
circulation is
copies every

As an advertising
women, or for
The Associated Sunday

More than
two million women
read The Associated
Sunday Magazines
each week.

the Sunday Magazines
is more than 1,000,000
a week in the year.

magazines for men, or for
men and women,
Ladies' Magazine stands first.

Silver Anniversary

(October Number)

An Important Birthday—the magazine's twenty-fifth, and the tenth one under the ownership of the Phelps Publishing Company.

As this occasion demands much, so shall much be given. There will be brief messages—helpful and entertaining—to our readers from many of the great and good; such, for example, as

Gertrude Atherton	Dr. Harvey W. Wiley
Clara Barton	Josephine Daskam Bacon
Marion Harland	Horace Fletcher
Margaret A. Sangster	Mrs. Ellen H. Richards
Margaret Deland	Francis Wilson (the actor)
Charlotte Perkins Gilman	Etc., Etc.

300,000 women who have taken a personal interest in the magazine for years and read it intensively will enjoy this feast.

The anniversary number will be just a little more cherished, a little longer remembered, and a little more often referred to than the other issues of the year filed on the book shelf.

Only 150 pages of advertising will be carried in this issue. Space should be ordered before August 25th. Rate, \$1.50 per line.

There is no waste to this circulation.

GOOD HOUSEKEEPING MAGAZINE

NEW YORK

SPRINGFIELD, MASS.

CHICAGO

DEVELOPING EXACT KNOWLEDGE ABOUT ADVERTISING

TESTS ON THE ASSUMPTION THAT
NOTHING HAPPENS WITHOUT A
CAUSE—PSYCHOLOGY AND SCIEN-
TIFIC DATA BOUND TO ADVANCE
THE PROFESSION—ADDRESS BEFORE
ROCHESTER ADVERTISING CLUB.

By *E. St. Elmo Lewis*,
Advertising Manager of Burroughs
Adding Machine Co., Detroit.

I had a very clever advertising manager say to me the other day, "Advertising is an art—and art must be free from laws or limitations. I am not fool enough to put shackles on my inspiration!"

Now that sounded almost good enough to be true—and many people who accept all well-rhymed poetry as true will applaud that sentiment. But that clever manager was wrong.

"Art is limitation"; as one of our most brilliant essayists has said, "the essence of every picture is the frame."

You can't draw a horse with horns, no matter how much your inspiration might urge you to it; nor yet an elephant without his flapping ears.

Of course, my artist friend was putting the worst kind of shackles on his inspiration, the unbreakable and million fingered shackles of anarchy—which is a slavery where you are the slave, not of a single dogma, but of the fancies of all. In his expression of a vaunted liberty he bowed to the inevitable law—for he put limitations on his emotions when he said he *wouldn't* do it.

You and I are profoundly conscious that there is a great big masterful problem covering many lesser problems in our daily work of making our advertising expenditures yield a result you have asked yourselves:

How can I accurately measure the probable results of my advertising?

How can I be even reasonably sure that I have decided for the best in selecting this particular form of advertising?

By what tests can I fix the appeal and scope of my copy?

How can I reduce advertising to such precise forms that I may demonstrate beyond the possibility of a reasonable doubt that what I have done has accomplished any certain definite result?

I think you will admit with me that these questions, with all their variations, fairly reflect the doubts and hesitations that plague our days.

In the very first place let us admit that this matter must be studied by advertising men: that they will be better when they know more about it.

Trained investigators like Scott in the West and Munsterberg in the East are already taking up the problems of the market-place.

Some of us, because we are ignorant of the real problems involved, are laughing at the idea of these men being able to tell us "practical men" anything about advertising and selling. We'll get over that in the next generation, however, when we understand *what* they are doing. We are not getting our science from them, but they are getting the facts data from our work for the scientific guidance of a generation to come.

It might be well in this cock-sure day to admit that we haven't said the last word in advertising.

Let us come back to a very simple proposition—nothing happens without a cause.

You cannot feel disposed to question the relevancy of this fundamental principle to advertising because advertising has to do with human nature.

Nature in man as well as any other of her expressions is always rational. Why, then, does some of our advertising fail while some, seemingly no better, succeeds?

If you are prepared to say that nature acts rationally—that nothing happens without a cause—then there must be a plan and scheme of things—a set of laws to govern the change and evolution that we are conscious of every day of our existence.

If there is law there must be organization.

We then must turn our minds to

finding out what these laws are, to arranging them in their natural relationships — to understanding them; the result will be that we shall have organized knowledge, which is but another term for science.

Before we get into this thing too far, let us stop to define the two terms on which our discussion turns.

Science and art—to most folks they are the black and white, the light and dark, of life.

On the contrary they are but different phases of the same activity.

The scientist scornfully calls the artist a dreamer—the artist flings a contemptuous anathema of sterility at the scientist.

Now, science and art have a common end of process while working along diverse lines.

It is true that a scientist cannot reason a good picture into existence—but no picture is great that ignores the law.

Hogarth would have drawn better had he known more of anatomy; so would have some of the Old Masters; da Vinci's "Last Supper," at Milan, would have been spared to us had he known something of preparing permanent frescoes.

Science is knowing.

Art is the doing.

Science is organized knowledge of the facts about a thing.

Art has to do with the efficiency with which we use those facts.

These two definitions sound very simple, but we poor human folks manage to get very much tangled up in futile perplexities when we attempt to transplant such simple things into daily acts.

The scientist who laboriously arranges and re-arranges his facts into principles, offers a sure foundation on which the artist builds his perfected accomplishment.

The artist who paints or writes or composes without reference to what is true or false, works hopeless of mastery.

It is our business to understand this because the great loss in advertising comes of the belief in chance that guides nine advertisers out of ten.

Science will not tell me that I ought to become a millionaire, or that I ought to sell soap in order to become one.

If I decide to sell soap, it will tell me what is the best kind for a certain purpose; how to pack it in the most attractive, sanitary and moist-proof package, help me advertise it in a way to appeal to the people who ought to use it, and show me how it has most effectually been distributed at the least cost.

The average man's conception of a science is a set of rigid rules that are infallibly right under any and all circumstances.

Science gives us the kind of catchlines that are known by certain tests to have been successful, under certain verifiable conditions, and gets at why they were successful by the simple process of finding their common qualities when used under precisely similar circumstances. So much science may give you that you haven't now, because you haven't made any scientific test of catchlines, but depend on the personal preference or the gossip of your friends, but nothing more dependable. Yours is a combination of magic and empiricism. Magic because you think by uncritical analogy; empiricism because what you do you saw done before by advertisers whose work appealed to you, or what you heard were successful.

It is important that we should get at the true relation and significance of our facts. For instance, some advertisers not long ago thought there was a result-producing idea in underscored words—others, ten years ago thought that highly contrasting black and white design was the secret—to-day some department store advertisers pin their faith to bargains, blackface figures, and a mania for progressively bald lying. Automobile advertisers have talked about their cars in type, arrangement and argument so similar in appearance and phrase as to be thought one man's work. This has come about by reasoning from false premises. Many small, unimportant, weak and negligible truths have been appar-

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ent to all of us—and they have been accepted as the vital agencies for success.

When we find advertising men ignoring the lessons of the past, belittling the value of scientificaly tested experience, with, "What's the use of joining that club—I can't learn anything." When we hear them boast of an ignorance of the laws governing the composition of displays, of the commonplace technique of their work, and yet laying the flattering uncion to their souls that all such things are unnecessary because advertising men are "born and not made," we stop in deep and reverent sorrow to pray to that One who in His mercy keeps us from the paralyzing knowledge of the depths of our ignorance.

For there are thousands who believe that advertising is done by instinct, as some can play the piano "by ear." Such advertisers deny a science to advertising, as the player-by-ear might deny the science of harmony and counterpoint to music.

Assuming that science may teach the artist something, let us proceed a step further.

We find other arts daily yielding allegiance to education. Iowa has recently admitted that five generations of practical farmers had succeeded in reducing the fecundity of her soil. A scientist had to show those practical farmers how to restore life to their barren acres.

In advertising, too, we are daily faced by the problem of diminishing returns.

Advertisers come and go—succeed and fail.

Why?

The idea of chance is repugnant to every business man, as it must be to every advertising man, who is conscious of the eternal, recurrent laws with which he is surrounded.

But I have no glittering generality—no formula—I but ask for a keener interest in the serious study of advertising and a more hospitable attitude towards the educator.

(To be Continued)

"The Magazine
for
Every Woman"

Aunt Jane

used to follow, as if fascinated, every stitch in her fancy work until the result stood forth as a worthy achievement of her nimble fingers.

Aunt Jane was of a decade ago, but as her fascination was the result of "doing things for herself" the feminine interest in fancy work still remains.

You will catch the point when we tell you that our special

Fancy Work Number ...of... Every Woman's Magazine

is to be October. As forms close August 15th, copy had better be sent in at once. Quarter of a million circulation guaranteed. Rate, \$1.00 per agate line.

EVERY WOMAN'S
MAGAZINE
with which is merged
PARIS MODES
NEW YORK CITY

RAY E. HALLOCK, Advertising Mgr.

Eastern Rep.
Walter C. Kimball, Inc.
1 Madison Ave., N. Y.
6 Beacon St., Boston

Western Rep.
W. J. Macdonald
1st Nat. Bank Bldg.
Chicago

CONNECTING ADVERTISING TO THE BUSINESS.

HOW A MANUFACTURER'S CATALOGUE ACCOMPLISHED THIS RESULT—GETTING AT THE IDEAS BEHIND THE GOODS—SELLING QUALITY FINALLY ACHIEVED.

By *Seth Brown*.

You can ask manufacturers, one by one, "Do you believe in advertising?" and an affirmative reply will come from almost all.

In the abstract they are believers, but in the concrete—the actual—only a few prove their belief by their works. There is one thing which seems to annoy and hinder more than any other—how to practically connect advertising with their own business.

The methods employed by the sales manager of a rubber company may prove interesting. He was formerly a newspaper man, a forceful writer and a firm believer in advertising, but he confessed that the concern's advertising was really a misrepresentation of their affairs.

It was out-of-date, soggy and of little value, but how to get out of the rut was not a simple problem. Their annual catalogue was only a last year's edition, worked over, with new lines added and a new cover design. It gave sizes, weights and prices but possessed no selling force.

If a buyer was already convinced that he needed a certain article, and had already decided to buy from this company, the catalogue would help him to get the order into form or request discounts.

But its value in bringing the buyer into the desire to buy—the purchasing frame of mind—was nil. Each year the purchasing agent had charge of the new catalogue. He was up on prices, sizes, etc., and was able to prepare an estimate form for printers and engravers, but beyond that point he seldom ventured.

This sales manager found a man who could write plain English and had the faculty of dig-

ging into things—a sort of a plugger, rather hard to convince without proof, and possessed of an ability to follow his nose until definite conclusions were reached, and unwilling to take anything for granted.

An arrangement was made with the matter-of-fact writer. He was told to take each item, find out all about it, why it was purchased, how used, wherein it differed from others, and the entire manufacturing and selling organization was open for his investigation and information.

His final work must, of course, harmonize with the policy of the concern, but there were no limitations of time or methods employed. This man began in a systematic manner, took up one item at a time, secured information from everyone, and frequently visited other factories where the articles were used. It was slow business. He asked a great many foolish questions and it required diplomacy and tact to secure information from experts. Master mechanics, foremen and artisans are not experienced in giving expression to their trade affairs.

They knew how to do things, but to explain, in words, was quite another matter; and, therefore, this investigator tried to get the ideas into his own consciousness and dress them with his own language.

If anyone believes the task was easy, anyone has another guess coming. It was work which would discourage many people and there was small encouragement from those upon whom reliance for information was based.

Sometimes there was open opposition and an item was dropped for the time being until a better understanding should be established with the foreman or sales-man, or whoever happened to look with disfavor upon the presumption of a "rank outsider, asking a lot of fool questions which every man who knows a thing about mechanics understands perfectly well."

One of the strange results of this work was that it revealed to

the management that its own employees refused to use the product of the factory and bought supplies from another concern. This was through no fault of the goods, but was a salesmanship problem pure and simple.

No one had ever taken the trouble to explain the goods properly to the men who should use them, and, therefore, as an instance, the engineer refused to pack his engine with a packing made in a room over his head, because he had always used another kind, and no one had taken the time to show him the value of their own product—which in this case was far superior to the kind the engineer insisted upon using. Is it any wonder that such work received approval? It was in explaining things, making them clear by words and pictures, that great value was added to the selling end of a really important business.

Gradually there grew up a catalogue—the sorted over information from a thousand sources—boiled down into clear language. It was something more than a price-list, and was enthusiastically received by the entire rubber trade and everyone who had occasion to buy rubber goods. It was months in preparation, but its goodness bridged the chasm of years of progress and placed this mechanical development and improvement within easy reach of the consciousness of buyers—a first requirement of salesmanship.

Buyers could, and probably did, find out in some manner the facts contained in that catalogue. Somehow they must know through salesmen, correspondence or experience. But the right catalogue was telling the story every day in the year in just the best manner and during the absence of the salesman.

It was, in fact, a salesman. It made the salesman's work more easy, supplied the factory management itself with valuable information about the use of its own goods and was a benefit to the consumer, because it enabled him to make selection more intelligently.



Honest, useful goods; truthful description; square dealing plus the discovery and location of a proper market mean success if that market is well canvassed.

If yours are the goods and you are capable of the other two requirements, we know where to find the territory and can name an advertising medium for it which will carry your story without any sacrifice of your dignity or reputation.

In fact the confidence and esteem of its readers earned by thirty years' devotion to their best interests will make your advertising in the

UTICA

SATURD^Y GLOBE

all the more convincing in the 140,000 homes it enters in interior New York, New England and adjacent States.

Advertising rates are 50 cents an agate line, \$7.00 an inch. What better time than now to take the right step?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

THE SALESMAN AND MAGAZINE ADVERTISING.

ITS AID IN STANDARDIZING GOODS—
MAKES SALESMEN MORE VALUABLE TO HOUSE—SALESMEN NOW STUDYING ADVERTISING.

By S. S. McClure,

Publisher, *McClure's Magazine*; from souvenir booklet published by United Commercial Travelers of America.

Salemen to-day appreciate that advertising is a mighty force to help them; that it makes the name of the goods they sell, not only known to the public, but also known to the buyers in the stores; that the process of taking an order for goods is shortened and made more satisfactory by this distribution of knowledge about the goods.

Magazine advertising standardizes the goods. The salesman who knows this and appreciates it is always enthusiastic when his house undertakes magazine advertising. He then knows that there is behind him another influence; that in addition to the good quality of the goods, the sound business methods of his house, there is also the mighty force of advertising working constantly on the American people, causing them to demand his goods in the stores so strongly that he finds all dealers more receptive and their orders larger. He finds that the advertising does not detract from his credit, but adds to it, because the right sort of magazine advertising makes the traveling salesman more valuable to his house than before.

Progressive salesmen are now studying advertising on their own account. They not only consider it their duty to be familiar with the advertising of their house in the magazines, but they go so far as to take an interest in the dealer's own advertising. They call attention to the house advertising in the magazines; they sympathize with the dealer in his desire to advertise; they make suggestions for advertisements in which, of course, the goods of their own house appear. Many of them carry samples of ready-made

ads which their house is willing to supply to any dealer to use in his own local newspaper. They talk to the dealer about window displays, securing as many as possible for their own house, and incidentally helping the dealer by advising him to make good window displays so as to bring purchasers into the store.

The new kind of traveling salesman is a distributor, not only of goods, but also of advertising ideas. He is the great connecting link between the magazine advertising what his house does and the trade that distributes his goods.

MADE TO SELL.

One of the reasons why it is expensive to live to-day is that people buy wholly unnecessary things. The fact is illustrated by a conversation which took place in a "novelty shop." A reporter went in to look around. A shiny object having attracted his attention, he inquired its use.

"Those are gilded pincers," said the clerk. "They are used to pick up letters you have put on the letter-scales."

"And that ivory stick, carved and forked at the end?"

"People use it to fish out things they have dropped into carafes."

"That square of morocco, about the size of a nut. What is that for?"

"It's a tampon, used to press down stamps after sticking them on envelopes."

"That shell roller?"

"To flatten out the corners of photographs."

"That ornamental box with a whole battery of tiny brushes?"

"They are used to clean other brushes; brushes to clean hair-brushes, brushes to clean tooth-brushes, brushes to clean nail-brushes, and so on."

"I see. And those Russia leather tubes?"

"Eye-protectors, to look at colored photograph projections in rooms adjoining lighted rooms."

"That little doll's funnel?"

"Oh, that is indispensable to pour perfumes into the vials in traveling cases."

"And that jigmaree of complicated little silver sieves?"

"A novelty; it's a cleaner to take off spots of ink on lead pellets."

"Lead pellets?"

"Certainly; the shot you put into those little cups to stick pens in after using them."

"Are there many who use them?"

"No, but they are easy to sell."—*Exchange.*

The Cross-Morton Advertising Agency, of Cleveland, has opened a Detroit office, which will be in charge of L. A. Pratt.

IN JULY

New York's fastest growing Newspaper
the



As usual—led all New York morning newspapers in display advertising GAINED, and also in total amount of display advertising carried.

The actual net paid circulation of the *Morning American* in Greater New York is larger, in the same territory, than the *Press*, *Herald*, *Sun* and *Tribune combined*, or that of the *Times* and *Herald combined*.

* * *

The net average circulation of the *Morning American* (exclusive of Sundays) for the Month of July was . . . **262,174** copies per day.

In Greater New York the average cash sales of the *Morning American* (exclusive of Sundays) during July were **191,132** copies per day.

THE AMERICAN will give to any advertiser
proofs of any or all the above statements

SHERLOCK HOLMES WORK IN MODERN SELLING.

ADVERTISING AGENCIES USE CONFIDENTIAL MEN—TRAVELING SALES-MEN FOUND HANDLING OTHER LINES OF GOODS ON COMMISSION AND PADDING EXPENSE ACCOUNTS—LEAKS IN PRODUCING COSTS DISCOVERED—EMBRYO SALESMEN SPOTTED AMONG THE OPERATIVES.

By A. Rowden King.

Dr. Watson suddenly rushed into the room where Sherlock Holmes, the great Sherlock, was smoking and reading.

"Heard the news?" he asked.

"No, but I know what it is," replied the sleuth of sleuths, laconically. "Scotland Yard has caught Dr. Crippen. I knew it by the way you had your coat buttoned."

"Yes, and do you know that means your occupation is gone? If the public at last gets confidence in Scotland Yard, your activities will be at a discount."

"That's where you're wrong, Watson," returned the man of mystery. "Even if Scotland Yard becomes infallible I have a wonderful field open to me in modern business. Think, Watson, of the information which would save millions of dollars if business men only had it. Think of the baffling mysteries of distribution which confront and confound many a soap manufacturer; think of the good salesmen who are still mechanics or clerks and don't know their ability; think of the strategic devility of some competitor which ought to be exposed and analyzed after my fashion, and think of the commercial criminals now undetected who could be brought to justice—I mean the men who are not making good and who are wasting and harming their employers' resources. Watson, I tell you, commerce needs skill of my kind!"

In real earnest, it is now no longer any novelty for big private detective agencies to be called upon to furnish men to help in

the constant warfare which is continually going on in business.

A manufacturer, for instance, recently found that his product, which is one of unquestioned superiority in its field, was not selling, in spite of the best of efforts on his part. He had salesmen on the road who had, he knew, the ability to sell. But there was something wrong somewhere.

He engaged detectives to discover the leak, detectives who had themselves been traveling salesmen. They were sent out to work with the regular men. Time and again they found that the latter were making a practice of carrying the samples of other manufacturers, in some instances those of *rival* manufacturers, along with their own. Although their employers were paying them salaries for all of their time, they were giving these employers but an hour or two of their time a day, devoting the rest to pushing their side lines, for which they were paid on the commission basis. Not infrequently, too, such road salesmen are discovered padding their expense accounts, a thing which, in the aggregate, means a considerable financial drain on their employers.

Or, to take another case, a certain manufacturer who had long had his field practically to himself, recently found that a competitive article was soon to be put on the market which would be very likely to give him considerable trouble. He was farsighted enough to appreciate that, whatever strong reasons there might have been for him to go over his producing system with a fine tooth-comb under ordinary conditions, there certainly were very strong reasons for him doing that then, in order to be ready for the coming competition. He hired detectives who, as the result of former occupation, knew considerable about his line.

They were put into the factory, but had been there but a few days when they discovered a way in which the services of two of the day force and of three of

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the night force could be done away with. At \$30 a week each, the \$150 a week saving was worth considering, especially as the factory's efficiency was not diminished.

Wall Street is an old hand at the use of detective and confidential investigators. It is no uncommon occurrence for important men to be shadowed for some hint of their business acts or intentions; and Wall Street has an almost uncanny network of underground avenues of confidential information. A whole cordon of confidential men are constantly busy, traveling the world over, to "get a line on" some significant financial and industrial situation.

THE PRIVATE INVESTIGATOR IN
ADVERTISING.

There is a classic argument which is probably used by every advertising agency. It is to the effect that a manufacturer's nose is too close to the grindstone

for him to be able to get the correct perspective to personally manipulate his advertising campaigns himself. He really does not know what are his strongest talking points, or the deficiencies and opportunities in his distributive system. Consequently not a few agencies have "business detectives" in their employ, who quietly investigate trade and advertising conditions for both present and prospective clients and unearth much important information. They are also known to spend time investigating circulations and also credits. It is no secret, too, that some agencies have had political lobbyists in their employ to assist in defeating antagonistic legislation.

Sometimes an agency wishing to land a big account puts in a great deal of detective work on the advertisers' distribution and other details, so as to be formidably armed with first-hand information when presenting the case.

The
George L. Dyer Company
42 Broadway
New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

Sometimes very significant facts are thus dug up, and the agency is at last ready to go after the account with some exact knowledge of the manufacturer's situation, and perhaps a powerful special argument backed by the facts.

There exists to-day a great deal of false notion of the secrecy of business plans. Manufacturers frequently exhibit great secretiveness about their affairs—all the while congratulating themselves that they know their competitors' moves while they themselves remain hidden. As a matter of fact, it can be taken as a general truth that competitors know about all that it is vital to know about each other anyway, and the policy of se-

There is a Salesman in Embryo—A Man in Overalls Who Has the Selling Instinct and Ability and Knowledge of Your Product.



While he's battling up to great organization, E. H. Harriman often walks up and down his lines surveying and studying his men—grade upon grade, from the lowest to the highest, from the lowest to the highest. He found time for former superintendents, managers, etc.—and time for sound candidates for immediate charge. When at one time he had to make a change, he said: "I called in the men, told each, 'You're out; here's a new man to take your place.' He would like to move about from plant to plant, weighing your heart to heart, fullness, emptiness, health, ability, capacity, etc., in order to find the man who can best fill the place. He said: "I have a son-like way, for a good, legal business practice."

"Allied's Lamp," for instance, will put side by side with any man you can find in the letter, will set you down where no department store would dare to sit, or will bring your whole organization before you in enlarged detail—any time you want it, for any purpose, out of one end of your confidential desk—being the very best. Our "Teaching Service" is a means of giving you with the same clear knowledge of *personal* use and organization conditions that you *de mand* of merchandise or market conditions. It will make you a more valuable place of business—a more useful member of your community.

Werne today for full, confidential
trial and sentence about 4 p.m.
"Blackie" Sartoris.

SLEUTHING AMONG THE WORKMEN.

cretiveness is no longer followed by a great many leading houses. The confidential representative-detective, if you will—has made the efforts at secrecy nowadays a futile and unnecessary thing, resulting often in greater embarrassment than if an entirely open policy were pursued.

The business detective has various interesting work to do. An instance is on record where a manufacturer of acids figured out to his own satisfaction that he was losing \$15,000 a year which should be going into his coffers. He suspected that the leakage was due to thieving at his wharf and he went to a private agency and hired a couple of men. They watched for weeks, but no thieves came. They went over and checked up

the whole accounting system in the factory without avail. Finally they donned overalls and went down among the operatives. It did not take them long to find that high salaried chemists, whom the concern would have been the last to suspect, were wasting valuable raw material by allowing large proportions of it to slop over from the boiling vats and to flow away.

Certain detective agencies are to-day making a specialty of sending their expert men into factories, dressed and acting to all appearances like regular workmen. There they are, sizing up the operatives and trying to discover those among them who show indisputable evidences of latent salesmanship ability. Such men as the latter, having in addition a thorough technical knowledge of the goods, as a result of their factory work, can be made into ideal salesmen. The same thing is being done in offices. Only the other day three excellent insurance solicitors in embryo were found by this method.

And, of course, the possibilities for efficient work on the part of detectives, when manufacturers have strikes and other labor troubles on their hands are too well known to need elaboration at this time.

Even the retailers feel a pressing need for the confidential workers. Many of the department stores employ men and women who make it their sole business to go about in the stores of competitors, getting information as to prices, plans, advertising, etc. Sherlock Holmes would certainly have an interesting time if he went into commercial work.

The *Sterling Magazine*, a new fifteen-cent monthly publication of standard magazine size, made its initial appearance on the newsstands last week. The first issue, which is the August number, carries about 40 pages of advertising, among which are a number of pages from national advertisers. It is published by the Western Magazine Publishing Company, St. Louis.

The Luncheon Club of the Pilgrim Publicity Club will be addressed on July 20th by Mayor John F. Fitzgerald, of Boston.

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ASSOCIATION OF AMERICAN ADVERTISERS

CERTIFICATE OF CIRCULATION
No. 603

This certifies that this Association has examined the circulation

of
The Christian Herald
at
New York City

covering a period beginning with the 26th day of January, nineteen hundred and ten,
and ending with the twenty-ninth day of June, nineteen hundred and ten,
verifying the same from the press-room books of record and system of distribution, and
find that the average number of copies of each issue circulated during said period was
three hundred and thirty-five thousand, one hundred and fifteen (335,115)
each week.

excluding all returned, unsold, and waste copies

President
R. C. Moore
July 18, 1910

This certificate is valid only in its entirety

(FOR DETAILS OF EXAMINATION SEE REPORT ISSUED WITH THIS CERTIFICATE)

CHARTERED COMMITTEE ON CIRCULATION





The Farm Journal Oak

Like the giant oak, a paper must grow and keep on growing if it is to prosper. The paper, like the business house or any other enterprise that stands still, falls behind. Never in the history of the country has the reading habit grown faster than at present. Never have the circulations of the really strong agricultural papers climbed so swiftly.

A comparison of the *Farm Journal's* paid-in-advance subscribers in some of the rich agricultural States of the Middle West will show what we mean.

	No. of Subscribers June 30, 1909	No. of Subscribers May 30, 1910	Increase	Percentage of Increase
Iowa	18,774	25,915	7,141	38%
Missouri ..	14,005	18,660	4,655	33%
Nebraska ..	10,144	13,051	2,907	28%
Illinois	32,567	41,194	8,627	27%
Kansas	15,184	18,486	3,302	21%
Ohio	46,616	53,373	6,757	14%
Indiana	24,566	27,859	3,293	13%

We believe there are *three* farm papers in America which have as many subscribers in the whole United States as shown above in seven States of the Union.

The total edition for October will be over 750,000 copies, practically every one to a paid-in-advance subscriber.

There is not a stick of dead wood on the FARM JOURNAL oak.

Forms for October close September 5th.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

HOW "HOLEPROOF" PROVED CONSUMERS FINAL ARBITERS.

FAMOUS HOSIERY FIRM RISES LIKE A PHOENIX FROM ASHES OF CONCERN WHICH FAILED WITH DIFFERENT POLICIES—7,000% INCREASE IN SALES IN FOUR YEARS.

By *Luther D. Fernald*

New York Manager, *The Housekeeper*;
formerly Advertising Manager,
Selz Shoe Co., Chicago.

Twelve years ago the Kalamazoo Knitting Co., of Milwaukee, started out with great hopes of success in marketing a brand of guaranteed hosiery. It spent a lot of money; the enterprise lasted just two years—and then collapsed.

The story of the failure is brief. And it is a story of both merchandising and advertising fault. The company tried to merchandise a woolen sock for fifty cents and couldn't get away with it profitably, particularly as, instead of creating a demand by advertising to the consuming public, they loaded up the jobbers and advertised only in the trade papers. To a certain extent, perhaps, the novelty of the guarantee idea and the sluggishness of the market were responsible; but, at any rate, the goods didn't move, and the business was a failure.

About five years ago Carl Freschl, L. Heilbronner and Edward Freschl got together and revived the enterprise. They incorporated the Holeproof Hosiery Company and set out to make money selling guaranteed hosiery.

Instead of trying to make a woolen sock which was not only ultra-expensive but not readily marketable on account of weight, etc., they made their hosiery out of high-quality cotton which could live up to a six months' guarantee. They not only changed their manufacture, but they revolutionized their advertising. "Revolutionized" is used advisedly, for while Kalamazoo had considered *only* the dealer, Holeproof forgot him.

The new concern went direct to the consumer. Not a single dealer was approached, directly or indirectly. No trade-paper advertising—no salesman—not even a single letter to a retailer or jobber; just advertising direct to the consumer.

The reorganizers began a campaign to sell a limited output direct by mail. Small space was used in the *Saturday Evening Post*, *Collier's*, *Delineator* and some others.

After a few months the results suddenly began to come in. It had taken the public a little while to believe the six months' guarantee; but the persistent advertising hammering did it. And when it began to rain it poured.

After a steady run of small-space advertising the Holeproof people took a flyer—a full-page in the *Delineator*. This seemed to drive the nail home; for orders began to pile in, and all the advertising began to pull.

Goods could not be produced fast enough to fill these direct orders; and when the limited advertising appropriation was gone Holeproof disappeared from the magazines for the rest of the year.

The next year the company estimated its output, set aside a certain percentage of profits for advertising, and started in.

By this time the retail trade was after Holeproof, literally, for the hosiery company had made no efforts to reach the retailers; in every case the dealer approached the manufacturer for the opportunity of selling Holeproof.

At the start of the third year, a careful analysis of the situation was made. The mail-order business had become a burden, and was not as profitable, nor as great in possibilities, as selling through the trade; nor was it consistent for the manufacturer to do both. Then, too, before this there had been practically no competition; now it was found in many quarters. And enlargement of facilities provided a greatly increased output to be disposed of.

So the mail-order business was dropped, and the whole selling campaign became one of dealer forcing and dealer co-operation. Magazine advertising was extended, and street cars and newspapers were used in co-operation with dealers. Seven thousand per cent gain in sales in four years has been accomplished; a total sale of 5,400,000 pairs in 1909—a gain of 2,400,000 pairs in one year.

At the present time the Holeproof appropriation is still obtained by taking an arbitrary percentage on probable sales and planning the advertising accordingly. Magazines, street cars and newspapers are still practically the only form of publicity, though recently a large electric sign has begun to flash on State street, Chicago. Exhibits in the various "fashion shows" are also made use of to educate both consumer and dealer.

Full pages are being sent out this year through Lord & Thomas to the following magazines: *Munsey's*, *Scrap Book*, *McClure's*, *Everybody's*, *Cosmopolitan*, *Review of Reviews*, *American*, *Argosy*, *Popular*, *Hampton's*, *Red Book*, *Uncle Remus*, *Success*, *Sunset*, and a few others.

The weeklies chosen for the Holeproof campaign include: *Saturday Evening Post*, *Collier's*, *Associated Sunday Magazine*, *Illustrated Sunday Magazines*, *Literary Digest*, *Christian Herald*, *Youth's Companion*, and some others.

Street cars are used in fourteen cities: Milwaukee, Chicago, St. Paul, Minneapolis, Kansas City, Denver, Louisville, Cleveland, Dayton, Cincinnati, New York (subway), Madison (Wis.), New Orleans and one other. Other cities may be added to this schedule if merchandising conditions require.

Analysis of their trade situation involved two considerations: (1) securing agencies in localities where they were not then represented; (2) getting the utmost out of the territories where they were already efficiently represented.

The first has been accomplished in much the usual way of intensive trade cultivation; though the dealer, as a result of consumer advertising, has invariably come to the manufacturer for his goods.

That second half of the distributive problem—getting the utmost out of territories already covered—that has been, and still is, a big, unsolved problem by itself. It means a satisfactory answer to the question: Is the retail trade in this territory making all possible sales to the consumer?

No general rule applies; it's a matter of getting down to cases in every instance. In some cities it has been found from the records of sales that the dealer who held the exclusive agency was pushing the goods well and making the most of his opportunities; that no improvement would be likely to come from giving the sale to more than one dealer.

In other instances Mr. Freschl has found that dealers were luke-warm, and it has appeared that sales conditions would be improved by selling to more than one dealer. In such cases the exclusive sale has been withdrawn—the Holeproof trade agreements enable the manufacturers to do so at their discretion—and the city "opened up." Street-car advertising has then been done energetically, the cards bearing the conspicuous statement, "For sale by all dealers." The line has thus been placed with as many dealers as possible.

TWO ROWELL SCHOLARSHIPS ESTABLISHED.

Two scholarships of \$2,500 each to Dartmouth College have been established by Mrs. Jennette R. Rowell, of New York, to be known as the George Presbury Rowell scholarships, and will be for the benefit of students from Coos county, N. H. The Coos County *Democrat* devotes considerable space to telling of Mr. Rowell's devotion to New Hampshire and his native town, Lancaster, of which this gift is an expression.

The Frowert Agency, of Philadelphia, has moved to the eighth floor of the Stephen Girard Building.

Face to Face

If we could meet you—a manufacturer—and talk over your advertising problems, you would soon come to appreciate the sincerity and trustworthiness of our organization—both as to purpose and accomplishment.

You would immediately respect and admire the rigid methods of business that have brought our firm its success and reputation.

You would admit that in certain trades our experience entitles us to serious consideration as the best posted men with whom it is advisable for you to discuss the problems of national marketing. This would be understood better if you talked with one of our representatives.

We desire to discuss the matter only with such firms as are looking for actual advertising services—services that relieve you of originating plans, directing policies, carrying out details and the hard labor of making a selling campaign successful. In other words, we wish to be taken seriously or not at all.

M.P. Gould Company

General Magazine and Newspaper Advertising Agency
31 EAST 22d STREET NEW YORK

A PAGE OF APPRECIATION FOR THE ANNIVER- SARY NUMBER.

"A FAT, JUICY PIPPIN," SAYS ONE;
"A FRESH, RIPE NUT," SAYS AN-
OTHER—STRONG IMPRESSION MADE
BY ARRAY OF CONTRIBUTORS—"WE
ADMEN OUGHT TO BE PROUD OF
PRINTERS' INK," SAYS LEWIS.

Manufacturers and advertising men are writing *PRINTERS' INK* heartily congratulating it upon the bigness, in bulk and value, of the 224-page anniversary issue of July 14th. The thorough and hard-working preparation by the whole staff that went into the issue is repaid by this cordial recognition from men who know and appreciate. The following letter is a sample of many others:

BEECH-NUT PACKING COMPANY.
CANAJOHARIE, N. Y., July 18.

Editor of PRINTERS' INK:

I want to congratulate you upon your twenty-second anniversary number of *PRINTERS' INK*.

If you have published the most valuable number of articles by prominent advertising men that it ever has been my good fortune to read.

A. E. HODGE,
Advertising Manager.

Benjamin H. Jefferson, advertising manager of Lyon & Healy, Chicago, makers of pianos, writes: "Congratulations upon your twenty-second birthday and the safe and sane manner in which you celebrated it. Your special issue is really a wonderful number."

From the Stromberg-Carlson Telephone Manufacturing Company, Rochester, comes this good word: "The twenty-second anniversary number is a great credit to your company. I'm always looking for the next issue to come and don't let anything interfere with my reading of it."

G. H. Dirhold, of the Simmons Hardware Company, says: "This number is certainly a fat, juicy pippin, and you ought to feel proud of it."

PRINTERS' INK has never been twitted with the statement that it gives too little for the money. Note this from *Up-to-Date Farming*, Indianapolis: "*PRINTERS' INK*

is getting too big to read in a week—and now the anniversary number!!! Oh, Oh, Oh!"

William Henry Maule, Garden Seeds, Philadelphia, sends a letter all the way from Philadelphia just to say, in two or three lines, that he wants to congratulate us. Similarly, C. L. Watson, of Krohn, Fechheimer & Co., makers of the Red-Cross Shoe, Cincinnati, is moved to put upon paper his sentiment that he "has never seen so interesting a number. Every article has value."

And the following is an appreciated tribute from E. St. Elmo Lewis, of the Burroughs Adding Machine Company: "The anniversary issue was a great piece of work from the standpoints of business, appearance and contents. We advertising men ought to be very proud of *PRINTERS' INK*, and I know most of us are profoundly conscious of the great work it is doing."

Rodman Gilder, secretary of the Crocker-Wheeler Co., manufacturers and electrical engineers, of Ampere, N. J., says: "I write to congratulate you on your splendid issue."

Not the least appreciated are some bouquets tossed by the daily newspaper contemporaries of *PRINTERS' INK*. The business manager of the Philadelphia *Press* is of this opinion: "Your July 14th issue was certainly a fresh, ripe nut, chock full of meat. I congratulate you."

And this from the Brooklyn *Standard-Union*, after a word or two about how advertising has come to command intellect of the very best order: "That these things are true is due in no small degree to the constant and intelligent exposition which *PRINTERS' INK* has always given to the rational and the scientific side of advertising and to its steadfast effort to raise its repute and influence. The contrast, which can be better felt than described, between the advertising of to-day and that of a quarter of a century ago, is a demonstration of the value and a tribute to usefulness of which any publication might feel proud."

ADVERTISING PATENT MEDICINES IN SOUTH AMERICA.

More medical preparations, such as blood purifiers, liver regulators, medicines appertaining to the diseases of the urogenital organs, remittent and intermittent fevers, compressed tablets of quinine, soda, etc., are manufactured in Brazil than in all the other Latin-American countries combined. Almost every druggist of any consequence has some special preparation of his own which he has patented, and which he advertises quite extensively. Notwithstanding this, the greater part of the drugs, chemicals and patent medicines used comes from Germany and England. The United States has a considerable trade also, although small in comparison with that of Germany and England, and much of this trade has been acquired during the last two years, a representative of a well-known American preparation informing me that the business of his house has increased 60 per cent during the last twelve months.

Upon making personal investigation and inspection of the stock of several of the leading drug houses of Pernambuco, through the courtesy of the different proprietors, I discovered several remedies and pharmaceutical preparations of well-known American manufacturing concerns, the quality of each, without exception, being highly esteemed. Notwithstanding the high and complicated tariff of Brazil, there is opportunity for American manufacturers to extend their trade in all drug lines. Germany sells more drugs and medicines in Brazil than any other country, and her trade is increasing, but there is no discrimination whatever against American drugs. On the contrary, Brazilian druggists like American chemicals and drug preparations.

The United States can successfully compete in Brazil with any other country in drugs and medicines, and the only reason that its trade is not equal to that of Germany or England is that the manufacturers have made no special efforts to extend their business in the country.

•••

Good Housekeeping Magazine has recently issued a calendar designed especially to meet the needs of an advertising office. Three months are always in sight—the present month in large plain type, next month and last month slightly smaller. Red memoranda point out the days on which the first and last forms close, the billing and publication dates.

—

An advertising club was organized at Grand Island, Neb., with a banquet, July 1st, attended by about sixty advertising men. Will A. Campbell, of Omaha, made the address of the evening and enthused those present about the National Ad Convention at Omaha.

—

The July number of the *Inland Printer* announces that Harvard University will establish a school of printing.

\$477,000,000

Your Share of This

¶ Estimates of statisticians place the proportion of the average annual income that is spent for advertised commodities—such as clothing, foodstuffs, household furnishings, and luxuries—at four-sevenths.

¶ The minimum gross income of Collier's subscribers, computed by their recorded occupations, is \$835,000,000 per year. Four-sevenths of this equals \$477,000,000.

¶ In other words, advertisers in Collier's have their announcements posted in a market where the tremendous sum of nearly one-half-a-billion dollars is to be spent for their commodities each year.

T. L. Patterson.
Manager Advertising Dept.

Collier's
THE NATIONAL WEEKLY

Valuable Information for ~~gric~~

50,000 Subscribers to

Hoard's Dairyman

Spend \$20,464,000

With Its Advertisers in One Year

MEN who are responsible for the success of advertising campaigns want facts about media. To meet this demand, the publishers of Hoard's Dairyman endeavor to supply carefully compiled statistics concerning the character and quality of its constituency and concrete evidence relative to its purchasing power.

This announcement is for the purpose of exploiting strong features of Hoard's Dairyman's advertising service, not by the extravagant use of generalities, but by plain, direct, supported statements. The above figures are conservative estimates based upon data obtained as follows:—1000 (one thousand) subscribers to Hoard's Dairyman distributed throughout the Central Dairy States, from Minnesota, Iowa and Wisconsin on the west, to New York and Pennsylvania on the east, received printed blanks upon which was enumerated all goods advertised in the publication during the year 1909, live stock, feeding stuffs, land and real estate excepted, with the request that they specify the class, number and value of all purchases made during the year, together with name of manufacturer or dealer. Emphasis was laid upon the condition that goods not advertised in Hoard's Dairyman must be excluded from report. When reports were returned, it was found that the

Average Per Capita Purchases Amounted to \$409.28

and using this average as a basis, the above estimate was obtained for the value of all advertised goods purchased by the 50,000 subscribers to Hoard's Dairyman during the year 1909.

Hoard's Dairyman is accepted as a counsellor and advocate by a great constituency of strong, intelligent and efficient men—men who are winning success by combining advanced ideas with modern methods—men who have enormous purchasing power and who are expending their wealth in the purchase of all the farm needs for adequate operation, and the home, for comfort and enjoyment.

Member Standard Farm Paper Association



In for agricultural Advertisers

50,000 Subscribers to

Hoard's Dairyman

Worth \$1,377,250,000

Average Per Capita Wealth \$27,545

THE PURCHASING POWER of a constituency is in direct ratio to the wealth at its command; and to further enable the advertising public to reach a correct and comprehensive judgment, relative to the quality of Hoard's Dairyman's readers and their buying capacity, the first investigation was followed by a second for the purpose of obtaining a financial rating upon all persons submitting reports, the mean average of same to be used as the basis for computing the total wealth of Hoard's Dairyman's clientele. To this end, arrangements were made with the First National Bank of Ft. Atkinson, Wis., and the results obtained are embodied in the following statement:—

FT. ATKINSON, WIS., JUNE 15, 1910

TO WHOM IT MAY CONCERN:—

In pursuance with agreement with the publishers of Hoard's Dairyman on April 11, 1910, we sent out requests for rating on 1000 (one thousand) subscribers to Hoard's Dairyman located at one thousand different postoffices. As many points were not supplied with a bank, we were frequently unable to locate the banking town of the subscriber so that our replies embrace the rating on but 864 subscribers, all that had been received up to June 1. These ratings show a total property valuation of \$23,799,064 or an average property valuation for each subscriber of \$27,545.

L. B. CASWELL, JR., CASHIER,

First National Bank, Ft. Atkinson, Wis.

A Consideration. The above data was originally secured for the personal use of the publishers of Hoard's Dairyman and without thought of making it public. There was absolutely no previous knowledge of, or information concerning parties reporting; the names were indiscriminately selected from circulation lists, the only limitation being that same appeared as bona fide subscribers of not less than a year's standing. Additional statistics will be gladly furnished upon request.

Hoard's Dairyman

Ft. Atkinson, Wis.

Chicago Office
GEORGE W. HERBERT
1736 First National Bank Building

New York Office
WALLACE C. RICHARDSON, Inc.
41 Park Row



BIG SPENDING AND BIG RESULTS.

"BIG SPENDERS" OFTEN WASTEFUL ADVERTISERS—REAL TEST IS LEAST COST PER SALE—NEWSPAPER AND TRADE PAPERS NEED TO BE MORE PRACTICALLY CONSIDERED.

By S. Reid Warren.

"We hold these truths to be self-evident: That all men are created equal * * *."

Thus, after a suitable preamble, did Thomas Jefferson plunge into the famous declaration that marked the birth of our great nation. In those few words he set forth the principle that is supposed to be the very reason for the existence of the United States of America.

It would be naturally supposed that, in a nation founded on that sort of an idea, "toadying" to the rich and powerful would be discountenanced as a rule, and that after 134 years of development such a principle would have brought about a habit in thought and action of giving due recognition to the right—in advertising as well as in other fields of human expression.

But how different things really are! The rich man's and the rich woman's trade is worshipfully sought by many no matter how they must degrade their Americanism to get it. The man with money to spend—in advertising or in anything else—is lauded to the skies and his every action, however foolish and ill-advised, is held up as wise and farsighted.

UNMERITED PRAISE OF WASTEFUL ADVERTISING.

In the advertising field this catering to money and position takes the form of heaping unmerited praise on freak advertising plans, freak advertising and reckless expenditure in illogical channels.

In the last few years there has been an unwholesome growth of this habit of glorifying the advertiser or advertising manager who, having a large appropriation to carry out his notions, indulges his own conceit in extreme violation

of all the rules of common sense that are known to apply to successful advertising.

The citation of just a few examples will be sufficient to illustrate the point. Take the recently inaugurated campaign to advertise a certain cleansing powder—a product used largely in the kitchen. The first step in the campaign (a step held up to us novices by those who say they know as a stroke of genius, a child of a fertile brain) was the billboarding of the country with the picture of a boy uniformed like New York City's *street-cleaning squad* and the word "Coming" over a blank space beside the boy.

To ascertain whether other persons were impressed by the billboard picture same as I, or differently, I asked a half-dozen men and women what they thought this blank sign advertised. One said a circus and the others said a play. I was pleased to learn that I was with the majority in originally thinking it the announcement of a new play coming to town.

What connection has a begrimed street cleaner, shoveling up the offal of horses from a muddy street, with a cleansing powder used by clean women in washing dishes on which our meals are served? What percentage of the people of the country, far and wide, know anything about the uniforms worn by New York City's street cleaners anyhow? And what ground is gained in an advertiser's campaign against the public's indifference by leading them to think that you are announcing the coming of a Howe lecture, a new play or a circus when you want them to buy a scrubbing powder?

But the concern that is doing this stunt has hundreds of thousands of dollars to spend that way and that makes it good advertising!

SOME "GENERAL ADVERTISING" ANOTHER EXAMPLE.

This practice of using weekly and monthly magazines of "general" circulation to exploit devices of interest only to manufac-

turers and dealers is further evidence (and a result) of cheering the free spender and playing on the vanity of the dispenser of large advertising appropriations.

The fact that a commodity can be profitably marketed by wasteful advertising is no proof that such advertising is sensible.

Put that sentence in italics, or caps, Mr. Editor. It will bear emphasis. If some high-brow had said it, it might have become a motto for publicity men.

Doing a profitable business by extravagant advertising proves one thing conclusively—either your selling price is far too high or your profits far too low.

It is my opinion that if the truth about advertising were given a little more prominence and freak ideas criticised as harshly whether they emanate from the big spender or the little one, the general magazines would be paying postage on a few less pounds of "second-class" matter and the trade journals and newspapers would be getting larger recognition by advertisers.

But no, the vanity of the big spender must be tickled so as to separate him from his pile. Becoming a "general advertiser" makes him feel important and he gets so many *inquiries* that a trade paper proposition looks like thirty cents. Besides, he gets written up in the advertising journals and pointed to as a seer and a pioneer in marketing out a new royal path to wealth.

He does not know that it is the *specific*, not the *general* advertiser that makes *sales at the least cost per sale*.

Paying for a million circulation to reach a few thousand (who may not be among the million) is a very good way to show sensible men that your price allows an enormous margin for absolute waste in selling expense.

INDEPENDENCE WANTED AMONG
TRADE JOURNAL PUBLISHERS.

What is wanted is a little more independence among the trade journal publishers. They are too good natured. They give too

much for the money and throw in too much free in the shape of reading notices. They have done it so long that advertisers have come to think it as necessary to demand a reading notice as to send in copy for their advertisements.

Trade paper publishers should double or triple their rates and be as independent about the use of their reading pages as are the publishers of the general magazines.

Then advertisers and advertising agents would respect the trade journal. The cost of advertising in it would be big enough to be worth considering in plans involving thousands upon thousands of dollars. What time have those big fellows to waste considering an advertising campaign that costs only \$500 a year when they are thinking in thousands and hundreds of thousands?

FREAK COPY, TOO.

Besides freak plans and illogical mediums there is freak copy that gets the hand clap from a prominent portion of the audience, provided, of course, it originates where money is plenty. Let a small advertiser or a beginner who hasn't much money to spend, do some fool stunt and see how quickly he is shown how by critics.

But if he can use pages in all the "general" magazines, thereby showing that he has plenty of the long green and no matter what freak copy he uses it is all right, if we credit what is told us by those who know and know that they know.

It is time for a new declaration of independence, independence of the influence of money on the opinions of those who pass judgment on current advertising and advertising plans and who, by their authoritative utterances, teach the "rising" generation of advertisers what is right and what is wrong in advertising and selling principles.

C. H. Mastersen, formerly of South Bend, Ind., where he was connected with the Oliver Chilled Plow Works, of South Bend, for the past five years, has been appointed advertising manager of the Rock Island Plow Company, of Rock Island, Ill.

THE PURCHASING POWER

BEHIND



Is The Reason Its Advertising Pages Will Pay You

Beginning with the September issue

BUSINESS

and

The Book-keeper

will be the new name for the old BOOK-KEEPER.

Results of one big advertiser's campaign.

Mr. A. W. Knapp,

The Business Man's Publishing Co., Ltd.,
Detroit, Mich.

My Dear Mr. Knapp:—

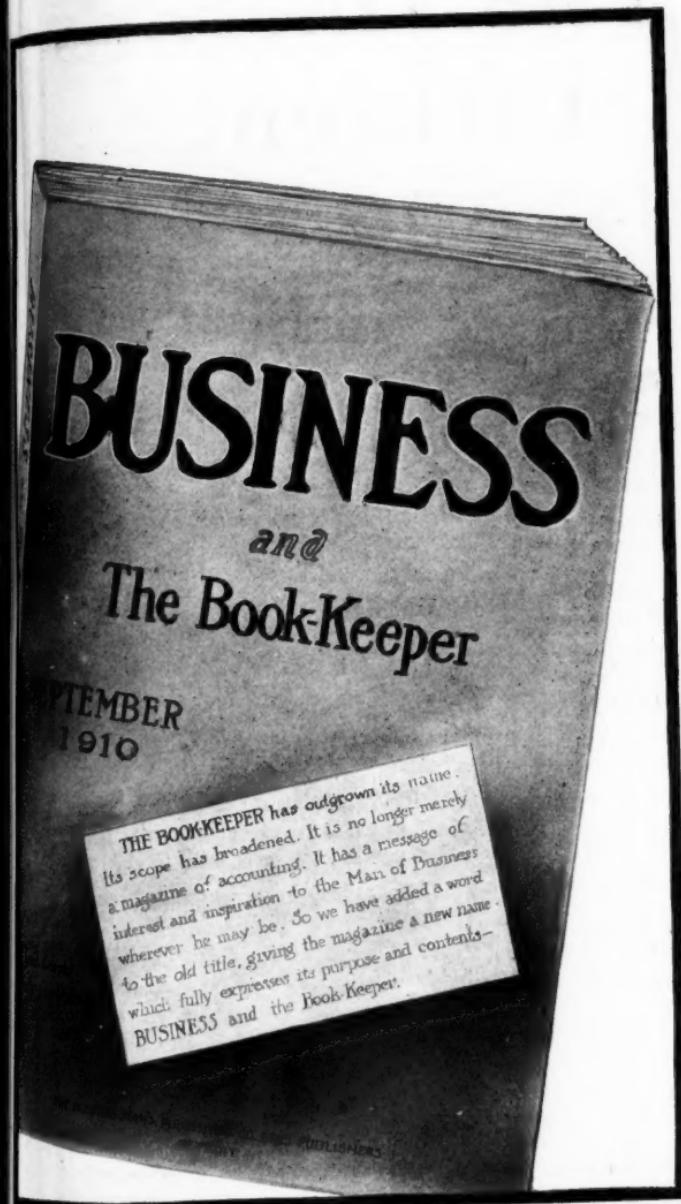
During one year and ten months, we purchased from you \$2,268.00 worth of space, from which we received 1,083 inquiries at a cost of \$1.91 per inquiry; total sales amounting to \$21,708.86, and the percentage cost for this business was \$10.4.

Yours respectfully,
THE AMERICAN MULTIGRAPH SALES CO.
L. W. JARED, Gen'l Sales Mgr.

During the next four months we shall spend \$12,000.00 in advertising BUSINESS and The Book-keeper.

The advertising rate remains unchanged.

The Business Man's Publishing Company, Ltd., Detroit, Michigan



The Doctor's Influence

USE THE BIG SIX

Medical Council

A MONTHLY JOURNAL FOR MEDICAL PRACTITIONERS
PUBLISHED BY THE MEDICAL COUNCIL
PHILADELPHIA, PA.

Price of Current Number, 25c
Subscription, \$3.00 per year

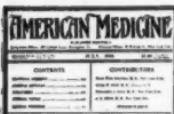
Entered at the Post Office, Philadelphia, Pa., as Second Class Mail Matter

Postage Paid at Philadelphia, Pa.

Copyright, 1900, by the Medical Council



INTERSTATE MEDICAL JOURNAL



Stop and consider that the doctor visits every home many times during the year.

He is consulted and his advice sought upon matters outside of his strict professional calling.

His suggestion carries with it a degree of permanency for article recommended not possible to secure in any other way.

What the doctor suggests is not replaced by something "just as good."

A systematic advertising campaign by manufacturers of goods worthy of the recommendation of this most influential class will prove economical and effective and create a business that is stable.

The following journals enjoy the confidence of the Medical Profession and effectively cover the field:

American Medicine, - - -	New York City
The Interstate Medical Journal, - - -	St. Louis, Mo.
Therapeutic Gazette, - - -	Detroit, Mich.
Medical Council, - - -	Philadelphia, Pa.
American Journal of Clinical Medicine, Chicago, Ill.	
American Journal of Surgery, - - -	New York, N. Y.

Suggestive information and rates will be furnished by writing any one or all of the above.

ADVENTURES IN SOLICITATION.

SOME REMINISCENT SIDELIGHTS ON MAGAZINE SOLICITORS, THEIR FOIBLES AND THEIR EXCELLENCE—SOME INCIDENTS WHERE WIT, CHARACTER AND COURAGE COUNTED—ALL KINDS AND SPECIES OF THEM.

By an Advertising Manager.

SOLICIT, v. i. t. 1. To ask for with some degree of earnestness; seek to obtain by persuasion or entreaty. 2. To beg of earnestly or persistently. 3. To excite desire in; to allure or invite.

Thus saith the Standard Dictionary in defining a word that in the last decade has come to carry with it a meaning that, to the feverish eyes of the advertising managers in this much-advertised country, is far and away more elaborate and comprehensive than the well-meaning effort of the dictionary. When that definition was framed, the lexicographers were unacquainted with the modern methods of advertising. They had no knowledge of the advance scouts, the skirmishers, who in parties of one, of two, sometimes of three and four, steal craftily upon the unsuspecting guardian of the advertiser's interests and, with a quick movement, discharge into his very face and eyes, volley after volley of circulation figures.

No, the Standard Dictionary makers fell down in their definition of "solicit."

In the beginning, let me say in all humility, that I am one of those comparatively modern factors in business life, an "advertising manager." The advertising manager is confronted with serried ranks of monthlies, of weeklies, semi-weeklies. Each has its claim to circulation and to class. I can safely say without fear of controversy, that every magazine has a circulation. Those that have class are also equipped with circulations. Circulation, I may add, is something a modern magazine can no more do without than a modern lady can do without a collection of puffs. It is the circulation that adds charm

to the magazine, that attracts to it the roving gaze of the advertising manager, and probably more often than does class itself, influences him toward "taking out" several pages a season for the advertising of his product. We, therefore, see the immense value of circulation and of class, too. But with so vast an array of possibilities stacked up in front of him, the advertising manager might, perhaps, become confused. He runs the risk of overlooking a particularly important and effective medium and leaving it out of his list.

The advertising solicitor is employed to keep the advertising manager from making this mistake.

The job which he represents is comparatively a new one. In the old days, when the advertised lines could be counted upon the digits of one hand, he was not the necessity he is to-day, when the advertising pages of the periodicals are more numerous than the literary pages, even counting in the illustrations. Yes, the advertising solicitor is a stern necessity.

I have been on terms of more or less familiarity with this modern force in the magazine field for several years. I have met him officially and personally; with his armor buckled on and shining bright; with his panoply of war laid aside, and his personality clothed with his own self. I need not say that I like him both ways. There is no representative that quite approaches him. He has his own peculiar ways, and his methods are as varied as are the stars in the heavens above. He is human, and for that reason, if for none other, I have often thought that he would prove interesting to mankind at large, and not to so restricted a part of mankind as the advertising manager. This is why I have written this article about him.

The business of the solicitor for the magazine is to solicit; that is, in terms of the dictionary definition, to ask with some degree of earnestness. He is the living example of the Biblical phrase,

"Seek and ye shall find." The absorbing part of the pleasure of meeting the solicitor lies in the fact that his methods are based upon his personality. Very often he is totally unconscious of his personality, even when it is sticking out like a beacon light on a storm-bound coast. I have seen him come in for the first time, somewhat doubtful of the warmth his reception will bring to the surface, and after his official preliminaries have been safely passed over, lapse into his natural self, only to return with a sudden relapse into remembrance of what he came for, and begin to "solicit." With me, at least, this has been a mistaken method. Often it has resulted in disaster. Once a young man representing one of the great monthly publications, a pioneer in its field, introduced himself to me and was made welcome. He had, I found, some acquaintances in common with me, and we got on famously. Time passed rapidly, and the solicitor, suddenly coming to himself, remembered his business and why he was in my office. He instantly stiffened in every muscle, and began, with a total change of voice, to recite the excellent features of his publication. The magazine publisher had branched out and taken upon himself the coalition of two or three subsidiary publications, and in summing up the value of this battery, the solicitor became imbued with his subject.

"It has been a great task," he said, "but it has resulted successfully. Only a man with genius could have brought about such a combination. Mr. — is the one man who could have done it. He has evolved a combination that for your purposes is unbeatable. It is firm and secure with the public. At first this was not, perhaps, so true as it is now. But success has crowned our efforts. Now, and for the future, Mr. — feels that his efforts have been justified and the — publications are firmly fixed on a *rock bottom*."

The speech was a good one, well conceived, and worked up to

a climax befitting the importance of the message. But the "rock bottom" was too much. I felt sorry, but I had to laugh. For a moment a look of blank dismay spread itself upon the features of the embarrassed solicitor. Then he, too, laughed, and from that moment we became good friends. To-day he is one of the most welcome of my magazine visitors.

The magazine solicitors' work is very trying. They have to stack up against all sorts and conditions of men; they never know what reception they are going to get. The writer knows of many cases where the managers of advertising make it a point, apparently, to place difficulties in the way of the solicitor. A large percentage of these cases, I have been told, occur in offices where the advertising is handled by some member of the firm. The mere fact of such a connection frequently adds a halo to the head, and the solicitor gets the full glare right in the eyes. To counteract this condition and to "get away with the solicitation" in the face of such trials require a supreme tact and coolness. The solicitor must be a keen judge of men; he must read character swiftly and his aim must be straight at the center of the target. The knowledge of when to side-step and when to strike out straight from the shoulder must be at his brain's instant command. Success has more than once crowned the brows of representatives who have been gifted with just these quick and unerring judgments.

A friend of mine who served his apprenticeship on the staff of one of the great weeklies, and is now sales manager of a famous manufacturing concern, owed his success largely to this quick wit. He had in addition a boyish directness that could carry his telling shots and not give offense. The quality was a valuable one and has stood in good stead more than once. In a city through which he made a monthly trio was a manufacturer who each spring advertised, in a rival periodical, an article which my friend

A Foregone Conclusion

THE AMERICAN MAGAZINE has won the confidence and good will of the intelligent reading public of this country, and has consequently become one of the best national advertising mediums.

This has come about through the work of the most remarkable editorial staff in the world in making an able, lively, interesting publication and by the constant operation of the rule against unreliable advertising.

The national advertiser who uses THE AMERICAN MAGAZINE short-cuts to the patronage of its readers, confidence is already established, the way to sales is already cleared of the jungle of distrust.

National advertising is national selling, but every single sale takes place first in some buyer's mind before it takes place in his pocketbook. It is a good point to remember that each reader of THE AMERICAN MAGAZINE is friendly from the start--his confidence in the magazine extends from cover to cover.

It is a part of our duty and yours to keep this public informed about the reliable products of the country.

October issue to press Sept. 1st. \$312.00 per page.

The Phillips Publishing Company,
Union Square North, New York.
150 Michigan Blvd., Chicago.

was very positive lost in sales because of the manufacturer's failure to see his opportunity. The advertising was handled by the son of the manufacturer, who in addition to this work had a great deal of other executive business to dispose of. He was also what is sometimes called "fussy." For some reason he consistently declined to see this solicitor, until one day, to have it over and done with, he admitted the young fellow for "not more than five minutes." As the solicitor entered, the advertiser rose up, and with a wave of his hand toward his desk greeted him thus:

"You must be very quick, Mr. _____. I have not more than five minutes to spare. I will listen to what you have to say if you can put it into that time. Look at my desk. You will see, I am a very busy man."

He waved his hand toward his desk. It was a roll-top desk, and the space between the side panels was heaped high with an accumulation of mail and other débris that would have brought tears to a stenographer's eyes.

"I am a very busy man," the advertiser repeated and looked stern.

Like a flash the solicitor said, with his boyish directness and his sweet, pleasant smile: "Mr. _____, before I went with my publication I had a job that brought me into contact with a lot of busy men. Once I made a date with the general manager of a big Down East manufacturing concern, who gets \$30,000 a year. I made the appointment three weeks in advance for fifteen minutes of his time. I was there on the tick of the clock, and when my turn came and I was ushered into the general manager's office, he was waiting for me. And what do you think he had on his desk?"

The advertiser bowed inquiringly.

"He had a fountain pen and a push-button."

The advertiser, with a wry smile, asked the solicitor to sit down. The next trip through, the publication he represented was

richer by a quarter-page high-class advertising.

Another representative, of a national publication of wide circulation, had been having his troubles in persuading the advertising manager of a well-known manufacturing house to use his periodical. The product to be advertised was one of universal benefit, and there seemed the best of reasons for the inclusion of the medium in the company's list. The solicitor resolved to make one last attempt, and took an elevated train downtown to register his final appeal. The advertising manager was not in the vein for reason. At last he said shortly:

"If I add your magazine to our list, I will be dundering circulations. Your and ____'s cover identically the same field. I shall not take the risk of it. I believe duplication is money wasted."

The last words had hardly left his lips before the solicitor answered: "You do not believe in duplication, Mr. _____? I climbed the elevated steps at _____ street this morning to catch the train down here, and on every step, from the bottom one to the top, was one of your signs: 'Use _____'

It has always been my policy to hear out the plea of each of the solicitors who consider it worth his while to visit me. Advertising managers who can spare the time to listen to the magazine men are constantly learning something new that frequently can be followed out to great advantage. The solicitors are seldom "knockers." The reader must not think that they carry evil reports and malicious gossip. One of the first mottoes of their order is "Thou shalt not knock." I have laid traps to catch them sometimes, if I may be permitted the confession, and one, I remember, who had offered to him as fair and square an opportunity for casting a spear into the quivering flesh of a powerful rival, shut his teeth, and actually advised me to use that medium in preference to his own!

(To be Continued)

The Examiner

has changed the newspaper map of Chicago. It not only

Covers Chicago

better than all the other Chicago morning papers combined, having 50,000 more local circulation than the total of the three other morning papers, but in its Sunday paper gives advertisers

Over 620,000 Net

in the Great Central West, particularly in Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota and Iowa. The Examiner is Chicago's great

Home Newspaper

It guarantees more City Circulation, including carrier delivery, than the Chicago Tribune, Record-Herald and Inter-Ocean combined. Write it in the contract.

Eastern office,
M. D. Hunton, manager,
Madison Square Bldg.,
New York.

Western office,
E. C. Bode, manager,
146 Franklin St.,
Chicago.

Something Good Each Month

Praise such as is contained in the letter below comes to us in nearly every renewal, and is an unsolicited testimonial of the high appreciation which is accorded to the American Home Monthly by its readers. The fact that letters such as the one below come from subscribers who are not enticed by premiums justifies us in saying that American Home Monthly readers are discriminating women.

EAST LYNN, MASS.,
July 15, 1910.
American Home Monthly,
New York.

Gentlemen:

I enclose one dollar for a renewal of my subscription to the American Home Monthly.

Permit me to say that the three years I have been a subscriber to your magazine I have learned to look forward to it in anticipation of something good each month, and I am not disappointed. I shall take pleasure in recommending the American Home Monthly to my friends.

With best wishes for your success, I am,

Very truly yours,
MRS. L. M. SENAY.

At 40 cents a line flat for 100,000 copies monthly the American Home Monthly is a household medium that should not be forgotten when making out your lists this fall.

Advertising columns close on September 1st for the October number.

Charles H. Ridder
Adv. Mgr.

**AMERICAN HOME
MONTHLY**
HENRY RIDDER, Publisher
27 Spruce St., New York

COL. SCOTT, OF PORTLAND "OREGONIAN," DIES.

Col. Harvey W. Scott, editor and part owner of the Portland *Oregonian*, died on August 7th, after being operated upon at the Johns Hopkins hospital in Baltimore for sciatica.

Col. Scott had been with the *Oregonian* since 1865. He was born in Illinois in 1838. When but 16 years old Col. Scott assisted his father in opening a farm on Puget Sound. By working as a farmhand, chopping wood, railmaking and such other manual labor as he could obtain, young Scott succeeded in getting money to complete a classical course of five years. He drifted into Portland in 1864, intending to turn his attention to the study of law, but being without money he wrote for the local press, and soon got a place on the *Oregonian*.

Early this year Col. Scott received an offer of the post of ambassador to Mexico, but he declined on the ground that his acceptance would impair the usefulness of his newspaper. He was reported to have declared that if he should become so intimately connected with the Taft administration his paper could not be in a position to criticise its acts.

Col. Scott's death removes another of the very few remaining old-time editors.

CHINESE NEWSPAPER GROWTH.

Two years ago the Pekin *Gazette* celebrated its millenary. Originally it appeared at intervals and in a very rudimentary form. To-day it is modern, its diurnal publication being three editions. Great changes have been made in fifty years, and since the Boxer rebellion the number and boldness of the newspapers have increased. There are seven different styles of writing, viz., the ancient, the literary, the flowery, the common, the "demivilugaire," the familiar and the epistolary. The papers for the people are printed in the common style and some have adopted the new alphabet sanctioned by the Government. Greater reverence is shown to the press in China than in other countries. Old papers are never put to base uses; they are collected and burned in the pagodas. The Chinaman believes that profanation of newspapers is followed by blindness.

—London *Globe*.

The American National Sales and Advertising Company has been incorporated to do business in Denver, with a capital stock of \$100,000. The incorporators are: E. P. Bohannan, T. W. McDevitt and E. C. Bohannan, Denver.

H. H. Cushman, for many years general sales and advertising manager of the L. A. Becker Company, Chicago, soda fountain manufacturers, has resigned to become president of the Fountain Specialty Company, Chicago.

KIND OF AN AGENT.

THE INTERNATIONAL HOSPITAL RECORD.
DETROIT, MICH., July 8, 1910.

Editor of PRINTERS' INK:

A few days ago we received a letter from an advertising agency—heretofore unknown to us—asking for rates. In reply, we sent copies of our rate card, and stated that our agency discount is 15 per cent, but that we do not allow any discount on business now running in our publication, on the basis that we have already presumably gone to expense in one way or another in securing the business and do not feel like paying twice for it. Now the agency comes back at us and says that it is not fair for us not to allow a discount on the business in mind, although admitting that the client is already an advertiser with us. They say that their "only remuneration" is derived from this source—the advertiser paying nothing for the service we are rendering. Don't forget the fact that we must prepare the copy, illustrations and take care of all the expenses incidental to placing contracts out of the agency commission. If we cannot obtain it from your publication you will see where we are placing it at an absolute loss to ourselves."

In other words, this agency goes to firms already advertising in publications and tells them that they will prepare their copy and illustrations and do the other needed work for nothing, and then turn around and ask that the publisher, who has probably already been to expense to develop and secure the business, to pay for work to be done for the advertiser. In our case this appears all the more "nervy" from the fact that we go to the expense of securing and laying before our advertisers special information such as enables them to know where opportunities exist for the sale of their goods—something no advertising agency has anything to do with. As a subscriber and reader of your journal, I will be glad to have your expression regarding this method of holding up a publisher.

DEL T. SUTTON.

• • •
ADVERTISING ART EXHIBIT
OCTOBER 15TH.

The National Arts Club, of New York, will hold its third annual exhibition of advertising art during the three weeks commencing October 15th. It is intended to make this exhibition as complete and representative as possible and advertisers, lithographers, designers and printers are being asked to co-operate. There will be a jury of competent artists to pass upon the work. The previous exhibitions of the club have been most successful.

• • •

The Advertising Company has been incorporated to do business in Tiffin, O., with a capital of \$75,000. The following are interested: J. C. Poyer, L. A. Myers, E. S. Myers, E. T. Rodgers and E. M. Myers.

On account of the definite appeal in Human Life, we have built up a force of subscription agents from whom we can expect to receive an increasing number of new subscriptions each month. This statement made to a leading advertising agent brought forth this remark: "If that is so you are sure to win, as circulation is the most difficult problem of the publisher." We know it and are thankful that we have made a magazine which is definite in its appeal.

Human Life
THE MAGAZINE ABOUT PEOPLE

A D V E R T I S I N G
D E P A R T M E N T
B O S T O N
N E W Y O R K
C H I C A G O

Talk to the Woman Who Has the Say

COMFORT

Advertisers Next

*to the
Wives and Mothers*

that Have the Say of Purchasing

*for a
Million & a Quarter*

Comfortable Homes



Comfort Leads as an All-Round Advertising Medium

Comfortable Homes

NOT in the palaces of the super-rich disinclined of the high-art advertising with which they are besieged; NEITHER among the tenement dwellers of the great cities waging a life-and-death struggle for the bare necessities; NOR to the factory help facing the wolf of hunger between starvation wages and the high cost of living;

EXCET among the prosperous, progressive farmers throughout the richest agricultural sections of the United States, TO the independent farmers who own their homes and have a surplus to provide their families with luxuries, FARMERS, enriched by the high food prices, whose means and standard of living are gaining, not waning.

General Advertisers are Profiting by the Discovery that Space in COMFORT Pays them Best

Wives and mothers on the farms constitute the bulk of COMFORT's subscribers. COMFORT is their household guide. The farmer and every member of his family reads COMFORT, ads and all, from month-end to month-end,

But when it comes to buying, the woman has the say even in the selection of her husband's clothes.

These are a few of the reasons why COMFORT always brings its advertisers big returns for their money.

The mail-order men discovered and proved it long ago by their keyed ads, and general advertisers are fast finding it out. A COMFORT ad. will widen your market among the farmers to offset diminished purchasing power of the city populace.

Forms close 15th of month previous to date of issue. Apply through any reliable advertising agency or direct to

NEW YORK OFFICE:
1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
Augusta, Maine

CHICAGO OFFICE:
1635 Marquette Bldg.
FRANK H. THOMAS, Representative

PRINTERS' INK.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

"HOW TO WRITE LETTERS THAT PULL."

SOME PRACTICAL SUGGESTIONS THAT WILL MAKE OFFICE CORRESPONDENCE MORE SALES-PRODUCING—EXAMPLES OF STRENGTH AND WEAKNESS IN LETTERS—A STEP-BY-STEP DEMONSTRATION OF GOOD LETTER CONSTRUCTION.

[NOTE: The following suggestions are derived directly from "How to Write Letters that Pull," with the subtitle of "247 Vital Pointers Gathered from a Study of 1200 Actual Letters." The book is published and copyrighted, 1909, by the System Company, of Chicago and New York, and is full of suggestive analysis and practical examples. Most of the remarks below are taken verbatim from the book.]

Most men *want* to read your letters. But they are often discouraged and even disgusted (for business men are naturally critics of correspondence) by a stereotyped opening, a groveling salutation or a proposition that is not sharp-pointed.

What is a bad start?

It may be described as any opening which does not nail attention with the first phrase. Your start should make the reader feel that he is himself at your desk, making you talk. Why not say what you have to say right off the bat? Make a point that will stay his hand in its practised course toward the waste-paper basket. Be natural and have a "face to face" manner; forget usually all of the old frivolous conventionalities of letter writing. "Beg to state" and "honor to inform you" have been phrases that have tripped up many and many a letter.

Sometimes catch lines, as openers, may be effectively employed. Often a forceful business letter seems to have been built along the lines of a good advertisement, with catch headlines and wily lures into the main proposition. Such a letter depends upon the peculiar temperament and capacity of the man writing it. The catch-line habit may easily run into freakishness, and that is to be discouraged. Don't forsake "naturalness" for the sake of producing a "different" letter.

A good aphorism ever to remember is: "Suggest that you can help the reader, and you have his attention. Tell how, and you have his interest. Prove it and you are likely to have his signature."

AROUSING INTEREST

In the stern competition of today any successful sales plan must be given a peculiar, an individual twist. Some point of superiority must be accentuated. The problem of securing the interest of a man who understands thoroughly the general proposition we have to present is rather difficult. Quality, price, service and profit are what such a buyer looks at. Human interest can seldom be invoked to hold his attention. But there is a way—"technical interest," it may be called for short.

In such a case it is best to bring out in your letter at once the particular point of superiority of your product, explaining it tersely and technically.

The danger of an appeal to technical interest lies in the fact that we sometimes give our readers credit for more knowledge than they actually possess. Another and graver danger is that the writer is apt to lapse into technical jargon in dealing with everybody, instead of reserving it for the few who know and appreciate.

In letter writing, don't make the mistake of rambling along on a subject which is of interest to yourself and not to your prospective customers. "Hit him where he lives" and your reader's interest will carry him through your paragraphs of description, will lead him straight to your proposition and will put him in a frame of mind to say "yes."

Explanation holds interest. To explain a new proposition to one who knows nothing of it, one must naturally begin with general statements, with something with which the reader is familiar. A piece of silk might be said to resemble in tone the colorings of a rare old Japanese print, which is wholly ambiguous,

The Dividends

Paid on nearly \$300,000,000 invested in the industries of ten New England cities where these ten daily newspapers are the leaders is more than

**\$24,000,000
Yearly**

This is one of the reasons why goods of quality can be advertised profitably in New England cities, especially in these ten cities where the newspapers give good home circulation at a low rate per line per thousand of circulation.

**Plan to cover New England
In your Fall Campaign**

Waterbury Republican

New Bedford Standard and Mercury

Haverhill Gazette

New London Day

Portland Express

New Haven Register

Springfield Union

Pawtucket Times

Lynn Item

Worcester Gazette

but leads the mind back to a vaguely exquisite memory. The result of such suggestion is almost as definite as if we show the article, while a series of superlative adjectives, such as "most harmonious coloring, exquisite design and charming ensemble" leave no other impression than one of admiration for the writer's command of words.

In any explanation, specific or general, it should be the writer's idea to describe his goods so that the reader will both understand and desire them. It is not enough to tell what you have for sale, but you must tell it in a sales-making manner. A clever haberdasher never shows a scarf in a box. He takes it out and with a deft twist forms a four-in-hand over his finger, and the customer not only sees the scarf but he sees it in its relation to himself.

**CREATING DESIRE BY ARGUMENT
AND PROOF**

It is a principle in business that a sales claim is false or exaggerated, until it is proved conservative and true. The work of proving the case is hard and calls for keen thought and a wide knowledge of human nature. Cold hard logic, and cold hard facts—these alone will win.

Suppose I am thinking of buying a mattress and the dealer writes me: "This mattress will never mat, pack, get hard or jumpy, and furthermore, it is absolutely non-absorbent, dust proof, vermin proof and practically un-wear-out-able." If all that is true, that is the kind of mattress I want, and to prove to me that these claims are true, the writer goes on to say: "Remember, we sell on the complete understanding, if the mattress is not perfectly satisfactory, or better still, completely to your liking, it can be returned at our expense and your money will be promptly refunded." I reason instantly that if the writer of that letter wasn't able to prove his arguments by delivering the goods as exploited, he would never dare make an offer like this.

If a touch of persuasion seems

The dividends of

New Haven's

famous industries are largely distributed among New Haven stockholders.

The Evening Register

has the LARGEST and BEST Circulation of any New Haven paper.

The Register is a two-cent evening paper.

The Register has the best equipment and largest staff of editors and reporters. Prints the most news, the best news and PRINTS IT FIRST!

Carries 20 to 40 Columns MORE advertising daily than any other New Haven paper.

Carries more Classified Ads than any other paper in Connecticut.

[Classified rate, 1c. Word—7 times, 5c.]

JULIUS MATHEWS, Representative.

Gaining Every Month

Each month from January 1 to July 1 the amount of advertising in

The Chicago Record-Herald

Has shown an increase over the corresponding month of 1909, making for these six months a total gain of

644 Columns

All kinds of good, clean advertising contributed to this notable showing.

Circulation and advertising books open to all.

The Chicago Record-Herald

New York Office, 437 Fifth Ave.

**"The Breeder's Gazette
is the Farmer's Greatest
Paper."**

—W. A. HENRY, America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago
Member Standard Farm Papers
Association.

necessary to the proper rounding out of your letter, endeavor to dilute it or hide it with another ingredient. See how cleverly this silversmith disguises his persuasion: "Does your table equipment as fairly represent your taste and means and farsighted prudence as the balance of your household furnishings? Why not? Your family's happiest hours are spent there. Your friends gather there. The finest associations of your household center about the table. A sterling silver service helps to perpetuate these associations in recollection and, if your selection is a work of true art, reflects credit upon you through succeeding generations."

An appeal to the imagination is an adroit form of persuasion.

Gain is at the bottom of inducement. The letter that can suggest a possibility of gain so artfully that the reader is almost afraid *not* to answer it is a real masterpiece.

Now for the "clincher," which is the summary and the climax of a letter. You are wasting time and energy when you concentrate your strength in your argument and then fail to turn desire into action. How does your star salesman get the customer to act? *He gives him something to sign.* Apply this idea to your letter. Give your man something to sign—a postal-card filled out, addressed and ready to mail, a coupon that simply awaits his name, or some little easy-as-lifting-your-finger act to do that makes answering almost automatic.

A POOR AND A RECONSTRUCTED LETTER

Following is a typical sales letter absolutely wanting in personality and real sales talk:

Dear Sir—We have been informed that you contemplate building a new factory, and if so, we presume you will be in need of supplies.

We wish to advise you that we are headquarters for all kinds of power transmitting machinery and mill supplies and can furnish and erect entire equipments.

Enclosed find our 1909 catalogue. By glancing through this you can obtain some idea of our line.

If interested in these goods we

New York Herald Syndicate

"Burning Daylight," a novel by Jack London, is now ready in full-page matrix form.

"The Widow Wise."

"Uncle Mun."

Full-page Sunday features. Special Cable and Telegraph service.

Daily Matrix services—News, Woman's and Comics. Daily Photograph service.

For particulars apply to

**NEW YORK HERALD
SYNDICATE**

Herald Square, New York

Canadian Branch:
Desbarats Building, Montreal.

should be glad for an opportunity to quote you prices and are confident they will meet your approval.

Trusting you will let us have a share of your business and hoping we may hear from you at an early date, we are,

Yours very truly,

As a whole, the letter is purely commentary. It does not propose or offer one specific thing. The only positive statement in the entire letter is that a catalogue is enclosed. It does not interest the reader or arouse his desire. He has no reason for answering it. There is too much of "we" and not enough of "you."

The opening in the following letter appeals to the reader's needs; the second paragraph wins his interest by picturing an undesirable situation he may face and showing him how to avoid it. Next comes argument to arouse desire. Proof follows in citing a specific price and article. And notice the ending—the reader is given something to do at once.

My dear Mr. French:

You will soon be wanting supplies for the new plant you are erecting.

And you know what a trying proposition supply buying is when you have to obtain your equipment from a dozen different sources. There are sure to be some parts to go back for alterations; there will be delayed shipments on some goods that will hold up all. You have been saying to yourself how much quicker and easier and better you could put your plant in shape if you could get somewhere a complete equipment that would meet your needs.

That is just what we are ready to install for you on an hour's notice—a complete equipment that will meet your most exacting demands—in economy of operation—in day-in and day-out wearing quality.

And because we can furnish you with every item of equipment that you need, we can do it at a bed-rock minimum of cost to you. The catalogue enclosed is a perfect directory of plant equipment. Go over it very carefully. Note particularly the special prices quoted on "Star Brand" belting. This is made in our own factory from the very choicest oak-tanned stock. In actual tests it has proved its ability to outwear three times over any other belting at the same price on the market. And this is just one item.

You simply cannot afford to buy a dollar's worth of supplies until you know our rock-bottom price for the entire equipment. Fill out and mail the enclosed specification blank to-day. Our prices and full particulars will come by return mail.

Very truly yours,

Convert the Dividends

of industries of

Worcester Mass.

into profits, by advertising in the

Evening Gazette

"The Paper that Goes Home"

Largest Evening Circulation!
Concentrated—Compact—No
Waste—90% in and close to
Worcester. Pays Advertisers
BEST!

JULIUS MATHEWS, Representative.

LARGE CROPS

Are assured in eastern South Dakota, southwestern Minnesota, northwestern Iowa and northeastern Nebraska—the largest in the last ten years.

This is not a rash statement made offhand. We know it to be a fact because we spent the last week in July going over the great territory mentioned in an automobile. Wheat is yielding as high as 30 bushels per acre; oats 60 and 65 bushels; corn could not be better. It has had plenty of rain and has made rapid growth. The stand is excellent, and there are good prospects for the biggest crop in the history of the northwest.

Optimum prevails in this, the most favored agricultural and live stock section of the United States.

By all means put

Farmers' Tribune

on your list. With these big crops coming on, our readers are going to be heavy buyers.

Farmers' Tribune has a large field—indicated above—larger in area than the State of Iowa.

The paper is high-class in every particular—ably edited, well printed on No. 1 book paper, profusely illustrated.

Farmers' Tribune stops when subscriptions expire

Guaranteed circulation, 50,000 weekly.

Advertising rate, 25 cents per agate line.

Let us send you sample copy, rate card, detailed circulation statement, or any other desired information.

Farmers' Tribune, Sioux City, Iowa

RESERVATIONS

Can Now Be
—Made—

IN THE

*Thanksgiving
Number*

*The
Christian
Science
Monitor*

BOSTON, MASS.

Local and National
Circulation

*Rate for this num-
ber, 20c Per Line*

BEST POSITIONS AFFORDED
EARLY RESERVATIONS

(85 pieces copy now in. Also
20 full page reservations.)

NEW YORK | CHICAGO

Suite 2092-3
1 Madison Avenue

750 People's
Gas Building

WHY SOME ADVERTISING DOES
NOT PAY.

22 W. 16TH ST.,
NEW YORK, July 31, 1910.
Editor of PRINTERS' INK:

On the twenty-first of March my wife answered the advertisement of a large paper manufacturing company and asked that samples of its correspondence papers be sent her. These arrived on May 7th with the usual mimeographed letter beginning "In compliance with your request."

About the same time a large manufacturer of men's clothing remarked that the advertising in this particular line was being overdone and that there was no use for him to spend his money when so many other houses were going after the business so strenuously. I suggested that there was plenty of business for all and especially so for him if he advertised and followed it up properly. I qualified my statement because much of the men's clothing advertising is not followed up as it should be. Let us see why. During the spring season a number of clothing manufacturers advertised their brands in the *Saturday Evening Post*.

I answered each advertisement to see what I would draw. In each case I asked where the garments advertised could be bought and what would be a reasonable price to pay for a good business suit. The results are interesting as well as enlightening. One firm—a New York City house—answered my letter at once. Two others in six days and three others replied in from ten days to two weeks. Two failed to answer. Of the six letters I received not one made an attempt to send me a dictated letter. Instead, each sent me a form letter whether it fit the request or not. One referred me to a small shop far down Broadway; another wrote me that they were in receipt of the twenty-four cents—which I never sent—and that they were sending me some beautiful posters—which have not yet arrived—and referred me with a card of introduction to Abrams & Strauss (should have been Abraham & Strauss), Brooklyn. A third referred me to the leading stores. This was interesting from an advertising viewpoint and I decided to follow it up. I called up the New York office of this company on the telephone to learn which were the leading stores in the city.

Imagine my surprise when I learned that "our line is carried by Siegel-Cooper Co. and Brill Brothers." Another manufacturer sent me a beautiful booklet but no letter. I called up the New York office of this firm one morning about 11 o'clock to learn where their clothes could be bought. From the lady in charge of the office I learned that the manager was out and she "really didn't know. Wouldn't I call up later?" A few days after this I received a letter from the home office by the lake and in the last line of it I learned that "Vogel & Co., of your city, carry our line."

A day or so later I called at Vogel's store, corner Broadway and Houston street. I was shown several suits of

clothing, but as all of them had Vogel's label inside the collar I asked to be shown some of Blank's suits. The salesman was very pleasant, smiled, and I learned for the first time that there were three distinct Vogel stores in New York City. I did not hunt up the others.

The replies received from these few firms show several reasons why some advertising does not pay:

First, that the advertising and sales departments of these manufacturers do not co-operate harmoniously.

Second, that the advertising departments do not realize the tremendous importance of answering all letters of inquiry from prospects promptly and to the point.

Third, an undeveloped distribution by which practically one-half of the replies from the magazine advertising lose all value.

JOHN T. KEPLINGER.

ADVERTISING PROFIT.

SALL MOUNTAIN ASBESTOS MFG. CO.
CHICAGO, July 29, 1910.

Editor of PRINTERS' INK:

Let me record an incident of one of the reasons why "advertising does not pay."

Your subscriber, yielding to the winning preachers of some noble advertising knight, pulled a good quarter from his pocket and exchanged it for a pair of "Nufashon'd" shoe laces (extensively advertised of late). Naturally, I expected something nice for my money—the ad said I could.

Arriving home I proceeded to display my purchase to my wife. I had been stung! Both laces were rankly defective. Neither one fit to wear. Back they went to the dealer. He was willing to replace them—but nothing doing—I take my old kind. They never were defective. I tell my brother, my wife tells her neighbor. Fine chance for "Nufashon'd" in our circle of acquaintance!

It wouldn't be fair to assume that the particular laces I received were the only poor ones that had left this company's factory, but, on the other hand, it is quite reasonable to suppose that any one that would permit such disgraceful stuff to go out in one instance would permit it in others. After a little this advertiser will likely conclude "advertising does not pay" and will drop out with a sour face.

God help the poor advertising man! It is not sufficient that he merely effect sales but he also must shoulder the responsibility for the unsuccessful campaigns conducted and which are unsuccessful solely because of the poor merchandise which failed to back them up.

This experience is not the only one I have had of this particular kind, but it is the most recent one, and I relate it to you in the hopes it might fall under the eye of some self-satisfied "maker of things" that might just now be debating the question whether advertising pays." H—, yes, it pays if the stuff you make is worth anything.

CHAS. PHELAN,
Sales Manager.

Portland

Maine's Dividends

are spent in Portland's stores and deposited in Portland's banks. And Portland's People are reached by advertisers in

The Evening Express

Larger Circulation, by over Fifty Per Cent than BOTH other Portland dailies COMBINED!

Our Sunday Edition—the SUNDAY TELEGRAM has Largest Circulation of any Maine Sunday paper.

JULIUS MATHEWS, Representative.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!
Do you want some of this business?

USE THE CLIPPER

ADDRESS
NEW YORK CLIPPER, New York City

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 143,054. Rate 35C.

LITTLE TALKS

NUMBER 6

With Wise Advertisers

**Campaign of Education by the Textile
Newspaper of Paid Circulation which
also prints and distributes several
times as many copies weekly as
any other textile paper in
the United States**

In our previous talk with the readers of this journal we showed how a single copy of the AMERICAN WOOL AND COTTON REPORTER is read by every department of the Hamilton Manufacturing Company of Lowell, Mass., being passed along to the heads of the various departments and then returned to the counting room.

The American Woolen Company sent us a check the other day for \$66 for subscriptions to the WOOL AND COTTON REPORTER for twenty-two of its agents; the Yantic (Connecticut) Woolen Company recently sent us a subscription for ten years accompanied by a check for \$30; the F. W. Poe Manufacturing Company, of Greenville, S. C., sent us subscriptions for ten heads of departments; Lewis W. Parker, of Greenville, S. C., one of the most eminent textile manufacturers in the Southern States, voluntarily sent us five subscriptions for his associates. Very many mills subscribe for the AMERICAN WOOL AND COTTON REPORTER for all of their heads of departments, and that, of course, is what we desire to have them all do instead of passing the paper from hand to hand through the mills.

When our "Directory of Men Who Make the Textile Industry" is completed we shall arrange the 30,000 or more names in another volume entitled "The Textile Buyers' Economist" in which the names will be arranged by occupations.

In our next "Talk" we shall tell you something special about the Master Mechanics to whom the AMERICAN WOOL AND COTTON REPORTER is the only paper in the world which discusses the subject of Power and Repairs as applied to the Textile industry.

American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

BOSTON NEW YORK PHILADELPHIA WASHINGTON

There is one kind of Mennen copy for the general magazines like *Scribner's*, *Munsey's*, *World's Work*, etc., another for the purely women's periodicals, still another for magazines for women and children, and finally another for general publications and weeklies where it is felt that men readers are in the majority.

The copy in the men's mediums shows the advantage of the powder for shaving; in the women's periodicals Mennen's Talc is represented as being a beauty saver for women out in the summer's sun; in the mothers' journals the copy naturally emphasizes the moral of the picture on the box—that the powder is the boss thing for babies.

It is easy enough to do this for a talcum powder, which has many uses to different sexes and ages. The product itself demands a noising abroad of its several purposes to classes of folks specially interested. The change of copy idea, however, is not so easy, or desirable, to adopt in the exploitation of some other products. An experienced copy man is of the opinion that often the product forbids a twisting into different phases. It would be folly to recognize difference in trade publications in advertising a harness oil. It would be ludicrous to inject a religious tone into, say, "Postum" copy sent out to denominational papers.

Picture the lengths to which a copy man whose enthusiasm exceeded his good sense might go. He might be urging safety razors as corn-shavers in chiropodist publications, or automobiles in mothers' periodicals as fine for the growing baby, or the telephone as an ornament in the *Deaf-Mutes' Monthly*. All of which, as a *reductio ad absurdum*, is sufficient to indicate that there are certain natural limits. Adapt too much and you distort. Distorted copy never sold many goods yet.

Truman De Weese, in the advertisements of Shredded Wheat, doesn't allow himself to go very far afield in this respect. The schedule of Shredded Wheat ad-

vertising calls for the insertion of practically the same copy, month by month, in a large variety of magazines. *Field and Stream* is the same as *McClure's* or the *Woman's Home Companion*. The copy does take on another guise in some religious mediums. In these the advertising appears in the form of solid type "readers," and the merits of Shredded Wheat are buried in the midst of a talk on the cost of living, the over-production of gold and the reports of legislative committees. Mr. De Weese believes that you don't have to sugar copy up with pictures and well-groomed lay-

Of Course, It's MENNEN'S

Mennen's Exquisite Talcum Talc Powder, used after shaving, gives the face a cool, fresh, smooth-as-silk feeling. Keep a box of Mennen's on your dresser, and get the after-shaving halo. Mennen's is the world's standard talcum powder. It is a perfect talc powder—both in materials and methods of manufacture. Ask for "Mennen's"—and you can be sure that you are buying the finest talc powder ever made. Single box for 25 cents.

MENNEN'S

An informative article for a lady's magazine, "How to Look Your Best in Mennen's Talcum Talc Powder." It is definitely aimed with the idea of fresh-cut Paris violet. It is a standard violet preparation, backed by a large number of health preparations. The box has a 25 cent stamp.

'Any woman who tries Mennen's and compares it with any other talc powder, needs no argument to prove its superiority.'

At Orange

Gerhard Mennen Company
1000 Orange Street, Philadelphia, Pa.
2000 West 7th Street, Los Angeles, Calif.
1000 West 35th Street, New York, N. Y.
1000 West 35th Street, Chicago, Ill.
1000 West 35th Street, St. Louis, Mo.
1000 West 35th Street, San Francisco, Calif.

FOR THE GENERAL MEDIUMS WITH A STRONG MALE CIRCULATION.

outs in order to get the full attention of the readers of religious papers. No one would read a religious paper unless he or she did so out of a pleasurable or a Puritanic sense of duty. Ergo, readers of religious journals are apt to weigh, with a solemn sense of their obligations as buyers, the advertising they see therein.

But just how much Mr. De Weese thinks of this copy changing plan is made plain by the fact that he ran general copy in the *National Food Magazine* when he was urged to make it specific to the field of that periodical.

insertion of copy, month variety of Stream is or the sion. The her guise ums. In appears in readers." Shredded midst of ving, the and the mmittees. that you up with ed lay-

MENNIN'S
Talc Powder
on the face a cool, sooth-
ing.
standard talc
talc powder—both
for the confectioner,
"d" and you can
be sure having the
creamer smooth
for 2c. each.



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The sporting and outdoor magazines, as comprising a grand division of the publishing field, naturally print much advertising prepared especially for the eyes of sportsmen. *Outing*, *Country Life*, *Forest and Stream* and *Recreation* show considerable adaptation of copy. The advertising of U. M. C. cartridges, for instance, takes on a special sporting point in some of these mediums—using card player's terms to vitalize points, on the pretty shrewd assumption that the average sportsman who goes into the lonely wilds is fond of and depends much on his "deck" for pastime.

Farm publications are usually supposed to require a very peculiar kind of copy. Time was when no general advertiser would think of running the same copy in farm papers that he did in the magazines. It has been thought advisable usually to rig over the ordinary advertisements so that they would be "intelligible" to farm folks. By hook or crook, the artist had to get a beard on the farmer he drew. Sometimes, a good sales sense really does call for special farm copy, in order to make the farmer or farm wife perceive its special advantage on the farm.

But it is to be noted that the copy run for Adler clothes, of Milwaukee, is the same in farm papers as elsewhere. The farmer is held to be not widely different in his tastes and wants from townpeople.

The Equitable Life Assurance Company is an example of a large advertiser that makes no distinction in periodicals. It uses thirty or forty magazines, embracing several varieties, but the same copy appears in all. The view here seems to be that life insurance is so fundamentally of human interest that any advertising which was adapted to different mediums would sacrifice the major consideration.

Some good judges question the feasibility of giving a special appeal to copy for a general brand of goods. Such goods are bought for reasons practically identical,

whether the purchaser secures them after seeing them advertised in the *Youth's Companion*, in *Leslie's* or in the *World Today*. There is a real danger in forming the habit of tagging men and women, arbitrarily, as being in this or that "class," and as being likely to react most quickly when they are subjected to copy gotten up for their particular "class" condition. As the advertising manager of a big concern said the other day, "the American people

FOR HUMOROUS PAPERS—A SIDE APPEAL TO BARBERS.

average up pretty evenly after all." Nevertheless there are a number of classes of people distinct enough to provide an opportunity to get closer to them through an appeal which strikes an especially strong responsive chord.

Some campaigns overturn the nicely wrought conceptions of theorists. It remained for the advertising of the Nestle infant food to pull as many inquiries from a publication ranked as for men as from the women's magazines.

♦♦♦

The Homer W. Hedge Agency, of New York, announces that Arthur Liebes, formerly of the Federal Advertising Agency, has joined its forces in an executive capacity.

PULLING MAIL-ORDER PROSPECTS "ACROSS."

UNFLINCHING TENACITY THE RULE IN A LIVELY NEW ENGLAND HOUSE—A YEAR'S CAMPAIGN—WATCHING THE LETTERS DAILY FOR DEFECTS IN RESULTS.

By Jerome DeWolff.

An easy quitter has no place in the mail-order business. Rather he must have a bull-dog's tenacity, an ant's persistency, and a bee's industry, all rolled into one composite.

Men whose experience in the mail-order field has been long and varied are practically of one mind in their belief that "the last straw" is a reality in their work, by which they mean that there is scarcely a "camel" in the form of a possible buyer whose "back" cannot be broken by a "last straw" in the form of one of a well-planned series of mail-order literature.

Naturally enough, a mail-order man must not be too afraid of his bill for postage. He may buy stamps till he dreams of faces of Washington, Franklin, and others of our country's spot-lighters. But he must remember that his over-head charges are otherwise very meager.

Illustrative of the way in which persistency will win out in mail-order work, there is a little mail-order business up in New England which cannot help but be of great interest. To whet the reader's interest in this business, some telling figures relative to the first year's business, by months, may be referred to. The gross business done each month showed up in rotation as follows: \$691, \$873, \$883, \$1,061, \$2,186, \$2,723, \$2,496, \$3,452, \$3,735, \$3,857, \$4,487 and \$5,181. That was only six years ago, and proved to be only a starter, inasmuch as last year the total business done was \$86,000, representing 21,000 separate orders. And this is a line in which competition is keen.

Not only is this business profitable, "long" prices being obtained in practically every case, but,

what is quite as important, perhaps, it is well-nigh self-operative, automatic. Such a well-greased *modus operandi* has been worked out that about all that the proprietors have to do is to review a summary-statement made out by the head worker of the force of girls at the close of each business day.

So thoroughly have the possible situations and problems of this business been studied that there is a letter for every possible occasion, all printed, and carefully filed away in "cubbies." It is a matter for special comment when a letter has to be dictated. In all there are approximately sixty such form letters. These are divided up into groups, of which the first group is devoted entirely to creating new business, to bringing in the first orders.

The first letter gives in brief the most telling reason why it may be considered more advantageous to deal with this house by mail than with any other, whether in person or not. With it goes an envelope-size catalogue which gives prices and descriptions in some detail. *As in other letters*, without exception, an un-stamped reply-envelope is also included.

Letter No. 2 follows four weeks later, provided no order has been received in the mean time. It takes up tersely another general talking-point about the business methods of the house in general. With it goes a very much smaller catalogue containing a number of special-price inducements offered.

Letter No. 3 is extremely short—being nothing more than a reminder. It follows four weeks later again. After that follow nine more such monthly letters, the whole series covering a complete year. A "possibility" is not relinquished until a full twelve-month has passed, and by that time there can be but little hope of ultimate success. Each of the letters takes up some separate point in an adroit, telling way. The motto is "Don't give up the ship until every hope is lost." And, for the benefit of those who may question the practicability of

those letters later than the fourth or fifth, it may be stated that even the last one, the twelfth, has been found to pull much better than a number of its predecessors. It seems to clinch the cumulative effect of the whole series. The copy is not changed as long as it pulls and results are carefully keyed and traced by changing or numbering the various order envelopes enclosed in every letter.

But suppose a "prospect" has been landed once. His whole status with this mail-order house changes upon the instant. His card is immediately taken from the "might-bes," and put with the "is-nows," from the possibilities to a place among the customers.

Day of Week Month 19.

Number of Orders	Tickler Letters 1st
Average of Orders	" 2nd
Amount of Business	" 3rd
Acknowledgment of Orders	" 4th
Number of 1st Letters and Town	" 5th
" 6th "	" 6th
" 7th "	" 7th
" 8th "	" 8th
" 9th "	" 9th
" 10th "	" 10th
Total Cost of Letters	
Cost of Advertising	
Salaries	
Total Expense	
Profit	
Loss	
Total Number of Letters	
Requests for Price Lists	
Samples Sent	

Made out by _____
Signed by _____
O K'd by _____

MAIL-ORDER DAILY TALLY SHEET.

Even the possibilities of letters in acknowledgment of orders have their re-order possibilities, and these are recognized. Every acknowledgment contains another keyed order envelope. The number of the latter which are sent in is startlingly large, comparing favorably with any sent out at any stage of the chain. At the same time a request is made for the names of others whom the new customer might have reason to believe would be likely possibilities of the house. The manner in which this request is complied with is startlingly large, the mailing list having been increased about 77 per cent by names received in this way. These latter

names are, of course, added at once to the possibilities-list and are slated for a year of form letters if they do not capitulate before that period has passed. At the same time the new customer is so listed that he will become eligible to receive series number 2. His card is filed ahead for three weeks, so that at the end of that time he will become the recipient of the so-called "first tickler letter."

Because of the new relationship which now exists, the tone of the letters can be radically changed. A month later Tickler No. 2 follows, and so on for another year. Along with the fifth and the tenth letters go stamped envelopes, a telling ruse, a clever manoeuvre! This seeming extravagance is the bait which does the trick in a large proportion of cases. Particularly if the recipient is a man or woman of humble birth, a feeling of personal obligation is at once created. He or she feels obliged to use that stamped envelope and write something to the mail-order house, and nothing seems quite so appropriate to send as an order.

After each new order the customer goes to the "head of the class" to be the recipient of the whole "tickler series" all over again, beginning with the acknowledgement order. Thus a veritable endless chain is created which keeps the house in touch with every possibility at all times at a cost of two or three cents a month on the average. Along with the "ticklers" are often sent small, inexpensive souvenirs.

At the end of the day the head girl makes out a slip of the number of orders sent in in response to each form letter, the amount of such orders and the total. A moment's perusal will show which letters are pulling and which are losing effect and might very profitably be changed. Then the mere work of writing the new letters, is practically all there is to be done, which makes it easy to understand how such a business can be run "on the side," in connection with another business venture which makes more inconsistent demands for time.

ENGLISH RETAILERS DEMAND ADVERTISING OF BRANDS.

LONDON ADVERTISING MEN CALLED TOGETHER TO IMPRESS NECESSITY FOR BRAND ADVERTISING UPON MANUFACTURERS.

(*Special Correspondence.*)

CLUN HOUSE, London, Eng.

A persuasive Christian once took a journey to Rome for the purpose of evangelizing the Pope. This was considered superfluous. It would be similarly superfluous to explain in *PRINTERS' INK* that a good trade-mark properly advertised is of enormous advantage to a manufacturer. There have been people who have sent missionaries to manufacturers with this gospel, and there have been manufacturers who, following the example of other savages, have more or less eaten the missionaries.

Generally speaking, if a manufacturer wanted any assistance in butchering one of these ministers, the nearest retailer would be pleased to help. All the initiative in converting bulk- and piece-goods into branded goods has come from the advertising men's side. Either an advertising man or an advertising agent would approach a manufacturer and thus influence him directly; or else the work which advertising men and advertising agents were doing for other manufacturers exercised indirect influence through competition and example. The greatest obstacles to the general adoption of the branded-product principle have been the obstinacy of the manufacturers and their fear of retail objection.

THE OLD RETAIL SPIRIT.

A little while ago a French firm came to me to prepare some advertising for them of a branded olive oil. It was incomparably superior to anything in this market. Nobody who tried it could afterwards by any possibility consent to use the sort of salad oil which is on common sale here. Even the best and highest class are dis-

tinctly and evidently inferior to it. Readers of *PRINTERS' INK* probably know the product, which is known in this country as B. & G.—Barton & Guestier—Olive Oil.

I told the manufacturers that the way to advertise it was to use some educational copy, telling what good olive oil ought to be, and showing how far short of the standard olive oil in common use falls; and then to offer a liberal sample. The manufacturers agreed with this policy. But when we came to the question of carrying it into effect, they were scared out of it by the opposition of the retail trade. They were told that if they offered samples direct to the public, the retailers would knife them. As they have other things to sell through the stores, the evil would extend beyond the opposition to the oil. So instead of going out with a bold offer to send a good-sized flask to anybody who wrote for it, and tell him where he could buy the goods thereafter, they collected the names of a bunch of prominent retailers and tacked on to the foot of their educational advertisements—which are selling the goods all right—the statement that the public could obtain the trial flasks from these retailers. Thereafter the retailers kicked at the trouble of passing out the samples. They got an immense number of letters, and "did not think that the writers of the letters were of sufficient importance to be worth sampling." Retailers would rather, on the whole, not have sold a branded oil at all. They would consent to sell the goods if customers were driven to them, but they were not going to be bothered with sending out samples. This is the old retail spirit.

THE NEW RETAIL SPIRIT.

In marked contrast to-day is the attitude of a large retail house in Liverpool, the heads of which lately called a meeting of advertising men in London to discuss this question of branded goods.

Messrs. Lewis's, of Liverpool, have a general store. They are

Annihilator of Space



To be within arm's reach of distant cities it is only necessary to be within arm's reach of a Bell Telephone. It annihilates space and provides instantaneous communication, both near and far.

There can be no boundaries to a telephone system as it is now understood and demanded. Every community is a center from which people desire communication in every direction, always with contiguous territory, often with distant points. Each individual user may at any moment need the long distance lines which radiate from his local center.

An exchange which is purely local has a certain value. If, in addition to its local connections, it has connections with other contiguous localities, it has a largely increased value.

If it is universal in its connections and inter-communications, it is indispensable to all those whose social or business relations are more than purely local.

A telephone system which undertakes to meet the full requirements of the public must cover with its exchanges and connecting links the whole country.

The Bell Telephone System annihilates space for the business man to-day. It brings him and any of his far-away social or business interests together.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy, One System, Universal Service.

For Impressive Stationery at a Usable Price Specify

Trade Mark Registered

CONSTRUCTION



BOND

With Envelopes to Match

It has the strength, bone and crackle—the character that impresses correspondents favorably—and because of our modern, economical method of distribution it will cost you a good deal less than you will have to pay for an equal quality in any other paper.

If you care what you pay for business stationery ask your printer or lithographer for Construction Bond. If he refuses to supply it remember there are those who will, and whose names we can furnish upon request. Portfolio of Specimen Letterheads showing all thicknesses, finishes and colors sent free if you write us on your business letterhead.

W. E. Wroe & Co.
302 Michigan Boulevard, Chicago

probably the largest British retailers outside of London. They are the Whiteley or Selfridge of their large and important city.

The gathering took the form of a dinner at the Savoy Hotel, and the heads of Lewis's opened the debate after dinner with a statement of their position. They did not claim to be any different from other large retailers in their attitude towards manufacturers. They said that they had had goods forced upon them through aggressive advertising—goods which they had not always wanted to sell. But they said very frankly that they had undergone a change of heart. They had come to realize that a manufacturer who brands and advertises his goods creates demand and makes business for the retailer. They were so much impressed by the amount of new business thus created and the ease by which advertised goods could be sold, that they had got to the point where they were not very willing to keep on shouldering the whole work of selling for manufacturers who would not give any assistance by advertising. They realized that there were products which at the present time no one was advertising. They instanced a considerable number of household appliances—time-savers for the cook, cleaning appliances, vacuum sweepers, fireless cookers, knife machines, and the like. When a good thing of this kind was brought along to them, they could always make a sale for it if they took a little trouble. But taking a little trouble, on the part of a big retailer like this, means taking also the burden of an expense. If they created a sale for a good invention, the invention would make its own way, and would get into other shops, from which, of course, they (Lewis's) got no profit. The manufacturer ought to do the selling, and the manufacturer's way of doing the selling would be to advertise the goods instead of expecting a progressive retailer like Lewis's to do the pioneer work. They desired, therefore, as a settled policy, to back up the efforts of advertising



agents and advertising men generally to preach the advertising gospels to manufacturers. They would set the example as prominent retailers of showing especial favor to advertised goods with a brand.

Associated with Messrs. Lewis's in this effort was one of the London advertising agents, the Spottiswoode, Dixon & Hunting Agency, one of whose leading men, A. Sh. Goodall, spoke. Other advertising agencies were represented, and the advertisement managers of the *Times*, *Daily Mail*, *Daily Telegraph* and *Daily Express* were present. Mr. Allison, of the *Times*, raised the price-cutting question. He asked the promoters of the conference whether, if manufacturers would advertise and brand their goods, they, for their part, would uphold the price. It was pointed out in reply that the cutting down of prices, both wholesale and retail, has been due to the absence of a protected brand. Manufacturers reduce price and reduce quality in order to compete for the favor of retailers. A manufacturer who brands his goods is not at the mercy of the retailer, nor is he at the mercy of the price-cutter. He can impose his own conditions. Wareham Smith, advertisement director of the *Daily Mail*, recalled to the company an effort that was made some years ago to get some of the big textile manufacturers to brand their goods, and the exceedingly cold reception which the effort received. But the textile manufacturers are gradually coming into line. Paul Derrick has a very good account from one of them.

The next class that needs to get a move on is the jobber class. Jobbers in this country are clearly as unfriendly in many trades to branded products as retailers have, in the past, been. But, unless they come into line, it is everywhere evident that the jobber is going to be cut out, and that manufacturers of trade-marked articles will sell direct to the retailer. Many already do so.

THOMAS RUSSELL.

The whole South is prosperous. Memphis and the section tributary, wonderfully prosperous.

The millions from its enormous crops and products, those other millions from outside pouring into development operations—all contribute.

The money that goes into the South circulates there.

The people of the South are free livers and liberal spenders, especially the working man.

No countless streams of hoarded wages and skimped savings find their way to other lands from there. The South itself is home to its wage earners.

The Memphis Commercial Appeal

"The South's Greatest Newspaper"

shows a steady, healthy, remarkable growth, month after month, year after year.

The average daily circulation for July 1910 was 52,241 copies, a gain of 4,252 over July 1909. The average Sunday was 79,108, a gain of 10,886 over last July.

The month of July shows an advertising gain of 2,996 inches over July 1909.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.
Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. ROBERT C. MEHAFFEY, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151. Canadian Offices: 119 West Wellington Street, Toronto, Ont. *La Presse* Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.
J. GEORGE FREDERICK, Managing Editor.

New York, August 11, 1910.

Advertising Vampires

One of the humoresque side-lights on advertising nowadays is the self-contradictory attempts of non-advertising concerns to fatten themselves on the prestige of advertising concerns, while meanwhile decrying the fattening power of the very fat they prey upon.

The Bankers' Trust Company, New York, is widely known for its excellent Travelers' cheques, which have been advertised in about twenty magazines for some time now. These cheques have been making rather steady inroads on the express companies' money orders, formerly almost alone in the field. The express companies have so long been in the habit of having everything their way uncontested that this matter is rather rousing to them.

The American Express Company has been sending out a campaign of form letters which is obviously an attempt to come back at the successful Bankers' Trust Company advertising. The letter begins as follows:

The average man's ears are keener

than his eyes; he is more impressed by what he hears his friends say than by any advertisement he reads.

The truth of this axiom is clearly demonstrated by the annual increase in the sale of American Express Company Travelers' Cheques, which are not advertised either in the daily papers or in the monthly magazines. The best advertisement is a satisfied customer.

It is almost impossible to conceive the density of vision which would presume that such an appeal will be credited by the intelligent public. The letter of the American Express Company is itself one of the commonest forms of advertising. To take the company's expressions at their face value it will be necessary for readers to ignore and discredit the letter and, instead go ask his friend's advice!

Truly, advertising makes strange bedfellows!

College Names and Trade-Marks

An interesting trade-mark case will soon be decided. Vassar College objects to a suggestion that its girls are "always fresh" in a suit filed in the United States Court recently to restrain the Loose-Wiles Biscuit Company from using the word "Vassar" as a brand for chocolates.

The petition recites that Vassar objects to the imitation seal and the picture of a supposed college girl which form the centerpiece of the seal.

The seal of the college has been imitated on the candy boxes. On the face of the seal is a woman with a book and a sprig of myrtle. In the background is a Greek temple. Over all are the words "Vassar Chocolates," substituted for Vassar College. At the bottom where "Purity and Wisdom" should be the defendants have placed the words "Always Fresh."

Some time ago PRINTERS' INK stirred up the subject of college names and trade-marks, instancing Harvard Beer, Yale Motor Cycles, and a surprising host of concerns which had appropriated the name of a favorite alma mater.

The practice is broader than college names—it reaches every class

of reputations, popular institutions and proper names. It has even come to pass that a large apartment house in a city has its name on bottles of whiskey, cigars and a string of other merchandise sold by private brand in the neighborhood. Even church institutions frequently are drawn upon for reputation in this way.

There is little that can be offered in defense of such a practice, especially when the character of the goods branded is not such as will fittingly associate with the reputation which it dogs. It is usually not only in better taste, but also better business, to choose an arbitrary individual name; for only such a name can hold without leaking every bit of the prestige and reputation made for it. It is better to set about with good advertising to build reputation for a good name than to hope to filch a quantity of it from some other source.

Selling a Magazine for Its Advertising

Until now, only the intrepid Mr. Dooley has dared to suggest that a magazine be bought for its advertising. To be sure Rudyard Kipling kicked lustily when magazines were sent to him with the advertising pages ripped off, but it was only fitting that such an impartial student of all kinds of things in human nature should feel thus.

Now, however, *System* begins boldly to campaign for readers on the unique but forceful plea that its advertising pages are very important business reading matter. September issues of *World's Work*, *Everybody's*, *Pearson's*, *Hampton's* and *Saturday Evening Post* will carry single and double pages of ads arguing on this basis, which will probably have the effect of setting readers of all magazines to thinking with increased appreciation of advertising pages.

System's plea for readers on the basis of its ad pages is unique. Others have advanced the same idea a little hesitatingly, yet it has been growing more and

more true that advertising pages form an information bureau of great value to readers—entirely aside from their educational aspect.

Magazine advertising pages nowadays have all the effect of being a mail-order catalogue, passing in review the desirable merchandise of the day, and like mail-order catalogues suggest many a want, or need, economy or luxury, which has never before suggested itself. It is this quality, of unexpected pleasure or profit in finding information of something desirable which is responsible for the undoubtedly fact that the heaviest mass of advertising pages yet published in a magazine is usually read page for page. It will be a long time until magazines carry the volume of advertising carried by mail-order catalogues. Perhaps then it will really be time to declare a halt—but there are no real signs yet that the public finds any amount of advertising boresome or cumbersome.

The Need for Match Advertising

Some of the sordid details of the narrow manner of developing a market come out every now and then. Just recently the matter of duties on foreign safety matches was up for decision in the Treasury Department. It seems that there is a heavy demand for foreign safety matches, in spite of all that the Diamond Match Company and the few other match manufacturers can do to squelch it. The match manufacturers tried to have the thirty-five per cent ad valorem rate apply to them, but they were ruled against.

Now, the Diamond Match Company held a big directors' meeting last week and reported an increase over last year's net earnings, which were \$1,719,782 on a capitalization of \$16,000,000, \$5,000,000 of which is charged on its balance sheet to patents, trademarks and good-will.

What excuse has a big corporation like this (controlling eighty per cent more of the country's

match trade) for allowing a foreign safety match, unheralded by advertising, to steal so large a share of business from under its very nose? Certainly the working of political wires for stifling this foreign trade with a tariff is no fair or long-sighted remedy. If the Diamond, or any other company, can make as good a match, the thing to do is to get the public familiar with the fact.

As it is, the public doesn't know *any* kind of matches by trade-mark merit. The Diamond company may delude itself into believing that the public buys Diamond matches because it prefers them; whereas the truth is, matches are just matches to most people, who buy Diamond boxes because the company is fortunate enough *at present* to have a sizable monopoly. But what is this monopoly without public good-will and definite trade-mark reputation. The \$5,000,000 charged to patents and good-will will some day shrink alarmingly unless anchored by substantial consumer reputation.

The Diamond Match Company's one-time unsatisfactory experience with advertising has unduly prejudiced it, for the company has never advertised in the modern sense of the word.

Claiming Our Own in South American Trade Latin - American republics will astonish most persons. The latest statistics just compiled in the International Bureau of American Republics on analysis show that in the year 1909 the twenty republics south of the United States bought and sold in trade with the rest of the world products valued at the splendid and surprising total of \$2,127,301,000. Assuming that there are 70,000,000 inhabitants in Latin America, this gives a per capita trade of approximately thirty dollars. The foreign commerce of China and Japan, combined with a conservative estimate of their population at 350,-

000,000, was approximately \$1,000,000,000, or only half that of Latin America, giving a per capita of less than three dollars per head, on only one-tenth that of Latin America.

Analyzing still further these instructive and even fascinating figures, we find that this grand total represents an almost phenomenal increase in one decade, as over the average foreign trade for the years 1896-7-8 of \$1,203,510,000 or 128 per cent. Latin America can well be proud of such a record.

The United States bought from and sold to Latin America in 1909 products valued at the large total of nearly \$600,000,000. Now contrast this total with the average of a decade ago, or for 1896-7-8, and we find the latter was only \$236,279,000. In other words, the exchange of trade between the United States and her sister republics more than doubled itself in approximately ten years.

When the United States buys, as she does, one-fourth of all Latin America sells to the world, and sells to it one-fourth of all it buys, no one can logically say that the United States and Latin America are losing their commerce with each other through the competition of Europe.

It proves that American manufacturers are at last wide awake to the market there lies waiting at their doors.

THE BOYS FIGHT FOR IT.

CHICAGO TRADE PRESS ASSOCIATION,
CHICAGO, ILL., July 27, 1910.

Editor of PRINTERS' INK:

When I sold the *Office Outfitter*, one of the assets was my subscription to PRINTERS' INK. The boys always fought so hard for their chance to read the book that I hated to take it away from them and so let her go.

WESLEY A. STANGER.

The Dallas, Tex., Advertising League has invited Col. Roosevelt to address it when in Texas, as he shortly plans to be. At its July 12th meeting the club was addressed by M. E. Martin on the subject: "Building a Jobbing Center."

George F. Baright, advertising manager of the Prudential Life Insurance Company, Newark, N. J., will address the Hoboken Board of Trade, September 5th, on the general topic "Advertising."

Life

leads all the weeklies in advertising gain

		1908 Lines.	1910 Lines.	Gain.	Loss.	6 mo. 1910 Average Gain.
LIFE	January	12,291	30,944	151%
	February	11,673	23,085	98%
	March	13,118	33,990	159%	123%
	April	17,150	31,085	81%
	May	17,570	35,048	99%
	June	12,186	30,727	152%
SATURDAY EVENING POST	January	30,119	65,110	116%
	February	28,513	74,120	159%
	March	44,266	102,987	132%
	April	66,762	123,877	85%	111%
	May	49,027	94,660	93%
	June	40,095	73,180	82%
COLLIER'S	January	21,943	46,734	112%
	February	21,222	46,178	117%
	March	28,782	59,381	106%
	April	49,806	62,772	26%	84%
	May	31,378	54,340	73%
	June	26,460	46,530	75%
LITERARY DIGEST	January	20,557	36,753	79%
	February	20,984	43,954	109%
	March	22,051	38,658	75%
	April	34,088	57,205	68%	84%
	May	19,344	37,830	96%
	June	19,141	35,602	86%
OUTLOOK	January	25,522	16,772	34%
	February	24,024	39,497	64%
	March	30,564	42,002	37%
	April	40,250	48,006	19%	23%
	May	36,736	45,655	24%
	June	28,998	38,360	32%

The above figures are taken from the summary numbers of Printers' Ink and show **LIFE** leads all the weeklies in the country with an average gain in advertising of 123% per month for the first half of 1910.

Get the reasons from your agent or the advertising manager of **LIFE'S Happy Shop**. Geo. B. Richardson, 31st Street West, No. 17, New York. B. F. Provandie, Western Mgr., Marquette Bldg., 1204, Chicago, Ill.

NEW \$20,000,000 DEPARTMENT
STORE CHAIN.

A development that gives significant point to the article upon dry goods chain store possibilities in a recent issue of PRINTERS' INK is the incorporation of the May Department Stores Company with a capital of \$20,000,000. Of this \$5,000,000 is 7 per cent preferred stock and \$15,000,000 common stock.

The backers of this new combine have already come out with statements that the new organization has not been formed to compete with the United Dry Goods Company and with Sears, Roebuck & Co.

The incorporation papers were taken out at Albany, N. Y. The capital stock has been underwritten by Goldman, Sachs & Co. and Lehman Bros., of New York. The new corporation has no bonded indebtedness. It already has acquired the Shoenberg Mercantile Company, of St. Louis, Mo. (operating the department store known as the "Famous"); The May Shoe and Clothing Company, of Denver, Colo.; The May Company, of Cleveland, O.; The May Real Estate and Investment Company, of St. Louis, Mo. (incorporated solely for the purpose of holding the real estate occupied by the St. Louis and Denver stores).

It is the intention of the incorporators and backers of the May Department Store Company to make application to the committee on stock list of the New York Stock Exchange for permission to admit the stock of the company to quotation in that exchange. If the stock is listed in the New York exchange, the backers of the company also purpose to apply to the governors of the Paris bourse to have the stock admitted to quotation there.

It is stated that it is intended eventually to acquire other department stores.

The Southern Iowa Editorial Association, at its recent convention held in Des Moines, went on record as being of the belief that newspapers should make doctors and all churches pay for what advertising they get.

The Buffalo Chamber of Commerce and Manufacturers Club has enlisted in the crusade of the Buffalo Ad Club and other organizations, against fake advertising. At the present time one of the principal weapons of warfare being used is a pamphlet written by W. A. King, of the *Catholic Union and Times*.

Governor Herbert S. Hadley, of Missouri, addressed the St. Louis Advertising Men's League on the subject "How to Advertise Missouri," at luncheon, June 27th.

The Dallas (Texas) Advertising League was addressed, June 28th, by Thomas H. Ponder, representing the Whitehead-Hoag Company, of Newark, N. J.

The World's Work Its Own Advocate

Mr. George Batten in a recent number of Printers' Ink, said: "The growing disposition to judge the worth of newspaper and magazine circulation by its character rather than by its size is one of the more hopeful aspects of present-day advertising," and further, "The real evidence—whether one is able to form a correct judgment from it or not,—is the paper itself."

To mention our oldest magazine first, THE WORLD'S WORK is valuable to advertisers because it is valuable—we might almost say necessary—to its readers. We have many proofs of this which we should be glad to give, but the best evidence is the magazine itself.

Therefore, we would be glad to send THE WORLD'S WORK, our best solicitor, to any general advertiser for three months without charge. At the end of three months, we are sure, The World's Work, if read, will convince any advertiser who wants to reach men and women of active minds and ample incomes that it should carry their business.

Send for The World's Work for 3 months to speak for itself, without the personal eloquence of any advertising man in the quiet of your own home or office.

Advertising Department
DOUBLEDAY, PAGE & CO.

133 East 16th Street
New York

Chicago Boston
People's Gas Bldg. Tremont Bldg.
*This is the first of four advertisements
of like tenor to be run in PRINTERS' INK.*

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AUGUST MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR AUGUST

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	118	26,432
Everybody's.....	108	24,304
Scribner's.....	90	20,286
Review of Reviews.....	90	20,268
Sunset.....	86	19,264
Canadian Magazine.....	83	18,592
Munsey's.....	82	18,424
McClure's.....	80	17,976
Harper's Monthly.....	78	17,626
Pacific Monthly.....	70	15,846
American Magazine.....	69	15,512
Hampton's Magazine.....	68	15,260
World's Work.....	67	15,120
Century Magazine.....	61	13,644
Success (cols.).....	47	7,751
Red Book.....	34	7,616
Overland.....	34	7,616
Pearson's.....	33	7,584
Argosy.....	32	7,306
World To-Day.....	31	6,988
Current Literature.....	28	6,412
Albia's.....	27	6,200
Atlantic Monthly.....	24	5,488
Theatre Magazine (cols.).....	32	5,476
Strand.....	22	4,928
Human Life (cols.).....	26	4,843
Lippincott's.....	21	4,704
American Boy (cols.).....	21	4,222
Blue Book.....	18	4,032
All Story.....	17	3,946
Smith's.....	17	3,864
Metropolitan.....	17	3,808
St. Nicholas.....	12	2,852

VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)		
'Vogue (cols.).....	182	28,028
Ladies' Home Journal (cols.) ..	74	14,800
Woman's Home Comp'n (cols.)	72	14,451
Good Housekeeping Magazine.....	58	13,104
Delightor (cols.).....	56	11,295
Uncle Remus's Magazine (cols.)	54	10,355
New Idea (cols.).....	51	10,330
Designer (cols.).....	51	10,316
Modern Priscilla (cols.).....	58	9,744
Ladies' World (cols.).....	44	8,800
Pictorial Review (cols.).....	48	8,139
Canadian Home Journal (cols.)	40	8,032
Housekeeper (cols.).....	40	8,012
Harper's Bazar (cols.).....	35	7,075
McCall's (cols.).....	40	5,420
Dreammaking At Home (cols.)	26	5,200
Every Woman's (cols.).....	28	4,870
American Home Monthly (cols)	20	4,132

*2 July issues

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers' own advertising)		
Motor (cols.).....	415	70,569
Country Life in America (cols.)	134	22,617
System.....	89	19,936
Suburban Life (cols.).....	80	13,648
Field and Stream.....	50	11,300
Book-Keeper	50	11,200
Recreation (cols.).....	61	10,248
Outing Magazine.....	45	10,136
Popular Electricity.....	42	9,576
International Studio (cols) ..	67	9,380
Garden (cols.).....	49	6,973
American Homes & Gard.(cols)	39	6,692

Craftsman	29	6,808
Outers' Book.....	26	5,906
House Beautiful (cols)	41	5,820
Technical World.....	26	5,600
Travel (cols).....	31	4,340
Benziger's (cols)	13	2,800

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR JULY

(Exclusive of Publishers' own advertising)

July 1-7:	Col.	Agate Lines
Saturday Evening Post.....	108	18,380
Independent	44	9,912
Collier's.....	49	9,400
Life.....	50	7,041
Leslie's.....	27	5,400
Churchman.....	32	5,139
Literary Digest.....	33	4,726
Outlook	18	4,032
Christian Herald.....	16	2,720
Associated Sunday Magazines.....	13	2,407
Illustrated Sunday Magazine.....	12	2,180
Youth's Companion.....	9	1,800
Scientific American.....	8	1,655

July 8-14:

Saturday Evening Post.....	77	13,000
Collier's.....	36	6,840
Literary Digest.....	41	5,740
Life.....	34	4,842
Leslie's.....	22	4,500
Outlook	19	4,256
Independent	16	3,584
Churchman.....	19	3,006
Christian Herald.....	17	2,890
Associated Sunday Magazines.....	15	2,831
Illustrated Sunday Magazine.....	9	1,744
Scientific American.....	8	1,700
Youth's Companion.....	3	745

Magazines have advertised their editorial features—important articles, remarkable stories, famous contributors.

SYSTEM, during September, will advertise the *advertisements* in the September SYSTEM.

The Advertising Section of SYSTEM has become a *feature* of the magazine—of prime interest and value to SYSTEM readers.

So we are taking a Full Page in The Saturday Evening Post, and Double Pages in a carefully selected list of Standard Magazines, to bring this interest and value to the attention of millions of other magazine readers.

Shrewd advertisers are taking advantage of this remarkable exploit by using more space in September SYSTEM than they ever used in any magazine before.

SYSTEM
THE MAGAZINE
OF BUSINESS

CHICAGO

NEW YORK

LONDON

July 15-21:

Saturday Evening Post.....	98	16,660
Collier's.....	51	9,690
Literary Digest.....	33	4,620
Life.....	42	4,510
Churchman	24	3,982
Outlook.....	17	3,808
Associated Sunday Magazines.....	18	3,325
Leslie's.....	15	3,000
Independent	12	2,688
Scientific American.....	11	2,309
Christian Herald.....	12	2,105
Illustrated Sunday Magazine.....	9	1,620
Youth's Companion.....	4	800

Totals for July:

*Saturday Evening Post.....	73,780
*Collier's.....	38,461
*Outlook.....	33,824
*Literary Digest.....	26,630
Life.....	21,422
*Churchman	19,003
Independent	18,494
Leslie's.....	16,500
*Associated Sunday Magazine.....	13,365
Christian Herald.....	10,765
*Scientific American.....	9,180
*Illustrated Sunday Magazine.....	8,784
Youth's Companion.....	4,545

*—Five Issues.

July 22-28:

Outlook.....	87	19,488
Saturday Evening Post.....	69	11,730
Collier's.....	39	7,411
Life.....	35	6,029
Literary Digest.....	29	4,060
Churchman	23	3,748
Leslie's.....	18	3,600
Christian Herald.....	17	2,990
Associated Sunday Magazines.....	16	2,960
Independent	10	2,240
Illustrated Sunday Magazine.....	9	1,700
Scientific American.....	8	1,610
Youth's Companion.....	6	1,200

July 29-31:

Saturday Evening Post.....	82	13,940
Literary Digest.....	53	7,494
Collier's.....	29	5,510
Churchman	18	3,038
Outlook.....	10	2,240
Scientific American.....	9	1,885
Associated Sunday Magazines.....	10	1,842
Illustrated Sunday Magazine.....	8	1,530

RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols.).....	415	70,660
*2. Vogue (cols.).....	182	26,028
3. Cosmopolitan	118	26,432
4. Everybody's.....	108	24,304
5. Country Life in America (cols)	134	22,617
6. Scribner's.....	90	20,286
7. Review of Reviews.....	90	20,268
8. System.....	89	19,938
9. Sunset.....	96	19,264
10. Canadian.....	93	18,592
11. Munsey's.....	82	18,494
12. McClure's.....	80	17,978
13. Harper's Monthly	78	17,628
14. Pacific.....	70	15,846
15. American.....	69	15,512
16. Hampton's.....	68	15,260
17. World's Work.....	67	15,120
18. Ladies' Home Journal (cols).....	74	14,800
19. Woman's Home Comp.(cols).....	72	14,461
20. Century.....	61	13,664

*2 July issues

GETTING PUBLISHERS' AID IN
DEALERS' ELECTRO WORK.RALSTON HEALTH SHOEMAKERS.
CAMPBELL, MASS., Aug. 6, 1910.

Editor of PRINTERS' INK:

Like many other manufacturers who are not in a position to advertise their product in the local papers for the benefit of their agents, we furnish copy and electros free of cost and endeavor to get our agents to advertise Ralstons at their expense.

Last season we sent a form letter to the publishers of the local papers in these places where our agents had not responded, as follows:

Dear Sir:—

Although this is a circular letter it may be the means of putting you in touch with a new advertising account. We'll do all we can to help you, for our interests are identical.

Unfortunately, our advertising appropriation is not large enough to allow us to do local newspaper advertising for the dealers who handle Ralston Shoes. All we can do is to furnish electrotypes and copy—we enclose a proof sheet which shows this season's series—it is a reproduction of the Ralston Weekly Catalogue which we are publishing from week to week in the *Saturday Evening Post*.

It is, of course, highly important that our dealers co-operate and

take advantage of the demand which we are creating. It's to their advantage to advertise in your paper and let their townspeople know that they sell Ralstons—that they have the *exclusive* agency.

If you can interest our agent in your town, we shall be glad to co-operate to the extent of sending the series of electros *without cost*—we'll pay express charges.

Very truly yours,

RALSTON HEALTH SHOEMAKERS.

In most cases the newspapers got busy at once and a considerable number of new newspaper advertisers were added to our list.

H. W. FLEMING,
Advertising Manager.PLANS FOR AN AMERICAN
"PUNCH."

Walter Pulitzer, upon his return from Europe last week, announced that he had completed plans for the publication of a humorous journal, modeled upon London's famous *Punch*. Mr. Pulitzer said that the journal would, of course, have to be adapted to the peculiarities of the American temperament, but that an effort would be made to reproduce here the general features of that made *Punch* the most famous of comic papers.

Mr. Pulitzer, of the famous Pulitzer family of publishers, has himself done considerable writing along satirical and humorous lines.

73,780
26,861
33,824
26,630
21,422
19,008
18,424
16,500
13,365
10,706
9,150
8,754
4,545

More Than Ninety-Five Per Cent Definitely Known

For any city or town in the United States we can show you the names and occupations of our subscribers. Examine them for your own city and you will find them a directory of the most influential citizens. You cannot select a list with less waste for your fall campaign.

We are admittedly second to no other magazine in productiveness and advertising range.

The Association of American Advertisers' official investigation shows an average circulation of The Literary Digest, since our new rate went into effect, of

235,534 COPIES PER WEEK

being 15,534 copies per week more than the figure upon which the present rate is based.

The Literary Digest

PRINTERS' INK'S FOUR-YEAR RECORD OF AUGUST ADVERTISING.

	1910.	1909.	1908.	1907.	Four Years' Total.
Everybody's	24,804	28,528	21,119	20,686	94,637
Review of Reviews	20,258	23,009	21,462	23,146	87,875
Cosmopolitan	26,432	21,952	18,970	19,275	86,039
McClure's	17,976	21,196	21,308	22,286	82,766
Sunset	19,264	20,800	18,298	19,984	78,846
World's Work	15,120	29,022	18,830	12,023	74,995
Harper's Monthly	17,626	17,720	17,766	21,117	74,139
Munsey's	18,424	19,516	16,240	18,895	73,075
Scribner's	20,286	16,224	17,290	17,296	71,096
Pacific Monthly	15,846	12,789	13,500	19,576	61,711
American	15,512	15,794	15,526	15,620	60,452
Century	13,664	18,776	15,904	15,418	58,768
Hampton's	15,260	8,860	6,944	5,544	36,608
Success	7,751	10,248	7,596	8,593	34,188
Red Book	7,616	8,960	7,268	8,035	31,870
World To-Day	6,986	7,168	8,169	9,200	31,533
Pearson's	7,584	6,048	6,664	7,557	27,853
Ainslee's	6,200	6,432	6,608	7,985	27,226
Argosy	7,304	6,608	5,659	5,824	25,395
Metropolitan	3,803	4,023	6,944	8,398	23,182
Current Literature	6,412	6,048	4,480	6,048	23,988
Atlantic	5,488	4,522	6,202	6,566	23,878
Human Life	4,843	9,715	4,354	2,969	21,881
Lippincott's	4,704	4,480	4,655	7,705	21,544
Strand	4,928	5,013	4,928	4,909	30,777
Theatre	5,476	5,996	3,814	4,875	20,161
All-Story	3,946	3,612	3,710	4,613	15,881
Blue Book	4,032	4,450	2,660	4,446	15,618
American Boy	4,222	3,079	2,095	4,815	14,911
St. Nicholas	2,852	2,072	2,240	2,688	9,854

	GENERAL AND CLASS	ADVERTISING.
MoToR	70,569	47,712
Country Life in America	22,617	22,579
System	19,936	21,880
Suburban Life	18,648	8,887
Outing	10,136	7,296
Field and Stream	11,300	9,988
American Homes and Gardens	6,692	5,893
Garden	6,973	7,100
Recreation	10,248	6,048
International Studio	9,380	7,350
Technical World	5,600	6,720

WOMEN'S MAGAZINES.

Vogue (July—2 issues)	28,028	16,273	17,694	21,367	88,361
Ladies' Home Journal	14,800	12,600	12,400	10,400	50,200
Woman's Home Companion	14,451	11,584	12,175	10,800	49,310
Good Housekeeping Magazine	13,104	12,754	11,067	11,158	48,083
Uncle Remus's	10,355	7,265	12,434	6,765	36,829
Delineator	11,395	10,344	7,210	7,584	36,433
Ladies' World	8,800	7,776	6,667	6,756	30,002
Designer	10,316	8,720	4,550	5,628	29,114
Houskeeper	8,012	7,857	5,796	7,259	28,354
New Idea	10,330	8,643	4,200	4,937	28,110
Modern Priscilla	9,744	6,552	6,048	4,537	26,881
McCall's	5,420	5,268	7,208	4,128	22,019
Harper's Bazaar	7,075	4,704	4,827	5,335	21,941

WEEKLIES (July).

Saturday Evening Post	73,760	55,173	40,095	21,980	191,098
Collier's	38,851	41,058	26,460	29,213	135,581
Outlook	33,824	37,950	28,998	29,487	130,199
Literary Digest	26,630	24,236	19,141	18,643	88,650
Life	21,422	18,261	12,186	19,488	71,357

867,440 793,960 671,360 723,998 3,056,767

TWO LEADERS

COSMOPOLITAN

The National Magazine
of Popular Interest.

This month **Cosmopolitan** heads
the list of magazines in amount
of advertising carried (see table
on page opposite and on page
73)—for this year so far it ranks
second—both achievements be-
cause

*"It is better to pay advertisers
than merely to let advertisers
pay you."*

MOTOR

The National Magazine
of Motoring.

MOTOR is always first in its
class in amount of advertising
carried (see table on page op-
posite and on page 73)—first
this year, first last year, first
the year before, and still first,
because

*"It is better to pay advertisers
than merely to let advertisers
pay you."*

ONE COMER

MOTOR BOATING

THE NATIONAL MAGAZINE OF MOTOR BOATING

The other member of this pub-
lishing family, **MOTOR BOAT-
ING**, is a comer, is coming fast
and surely—its increase in
amount of advertising carried
for August, 1910, over August,
1909, is 282 per cent—it will
soon be in its class what **Cos-
mopolitan** and **MOTOR** are in
theirs, the leader—all because
*"It is better to pay advertisers
than merely to let advertisers
pay you."*

1789 BROADWAY, NEW YORK CITY

Four
Years'
Total,
94,637
87,875
86,029
82,766
78,846
74,995
74,139
73,075
71,096
61,711
60,458
58,762
36,608
34,188
31,879
31,528
27,858
27,226
25,395
23,182
22,988
22,678
21,881
21,544
20,777
20,161
15,881
15,618
14,811
9,854

ISING.
202,081
86,234
83,260
42,986
40,938
40,720
29,782
28,809
28,282
25,865
24,293

88,361
50,200
49,810
48,083
36,829
36,433
30,002
29,114
28,354
28,110
26,581
22,019
21,941

191,028
135,581
130,199
88,650
71,357

056,767

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

A bank is much like a respectable, prominent citizen, after all—smug and copper-riveted in his dignity at home, but when he is away with the boys, just watch him cut loose! When a bank has got to rely upon local patronage entirely it seems to be steeped in conservatism; but once let it get out with the rest of the advertising boys, trying to solicit deposits by mail, and its frigid financial front melts into a genial glow of dapper booklets, with snap and ginger. The Superior Savings and Trust Company of Cleveland has a bright little booklet on banking by mail. Its cover is a reproduction of all kinds of cancelled stamps, in colors. Its layout tempts the eye. Across the lower half of the pages are printed line cuts suggesting the travels of a mail-order deposit. Subdued by the use of a very light brown ink, the pictures do not clash with the reading matter, which is printed in blue. The paper stock is ordinary, suggesting a thrifty estimate man. The size is 3 x 6. The Bryant Printing Company, of Cleveland, did the printing.

* * *

"Banzai," an enamel booklet sent out by the Pitcairn Varnish Company, of Milwaukee, carries a warning to the fanciful layout man to curb his flights and stop this side of visibility. The type is printed over what, after long and careful examination, proves to be a series of pictures of Japanese scenes, faint in their light green ink to the point of vanishing. The idea seems to be to infuse a little Japanese atmosphere by

doing this. It would have been better to have the borders carrying the pictures and the type inserted in the plate. The Meyer Rotier Printing Company, of Milwaukee, printed "Banzai."

* * *

It is novel, entertaining, and we don't know but valuable to have a strong personal note in a



booklet. It depends on the booklet, of course. "Tomato Facts," published by the Livingston Seed Company, of Columbus, Ohio, may seem an odd place in which to push down the heavy pedal by recalling a father who has passed away. It tells how "our father" evolved a tomato fit to be eaten. The introduction then goes on to sketch his labors and those of the sons who followed. The booklet is dedicated, novel-like, to "our father, to whose untiring efforts and sound advice we owe our success in business." Whether this book is the result of pure ingenuousness or clever design, it seems to act as an interest clincher thus to link up tomatoes with their growers. Following the personal opening, the pages are stuffed with tomato facts.

"A Talk on Paint," issued by the National Lead Company, foxily mortgages the attention of the person who happens to mechan-

other, and as your eye skims along to the next scene, what more likely than that it should see something about paint in between? The booklet is a real miniature, and, for a little fellow, it seems assured of doing big work.

* * *

It's a poor car that can't win a record of some kind, but it's a good company, from a sales-sensible viewpoint, that gathers the achievements of its cars together in a booklet to help in the advertising and sales campaign. "New Records—Cole 30" is such a presentation by the Henderson Motor Sales Company, of Indianapolis, that is being distributed by the agencies of the company and mailed direct. While the cover is bright red, it is not pretentious in interior make-up. The story is told in photographs and straight description.



ically open it. Every third or fourth page is given up to sentiment, in the forms of a pretty girl and a handsome man. The man is earnestly talking with the fair lady about something or

Trade Journal Manager Wanted

Trade publisher with successful business wants man capable taking full charge of its business office. Prefer young man (30-35) with thorough training in successful trade publishing business and accustomed to responsibility. An unusual opportunity for a thoroughly competent inside man who is capable of carrying out the plans for increasing the business. Applicants should give full particulars and salary requirements. Address

"Proprietor," Trade Journal, Box J. T., care Printers' Ink

1847 ROGERS BROS. X S
TRIPLE

"Silver Plate that Wears"

VINTAGE
PATTERN

The famous trade mark
"1847 ROGERS BROS."

guarantees the *heaviest* triple plate.
Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York Chicago

MERIDEN, CONN.

San Francisco

COCA-COLA LINKS UP WITH
FRONT COVER, TOO.

A fortnight ago PRINTERS' INK contained a very interesting con-

magazines. Mr. Wildhack illustrated his idea with the cover of the current issue of the *American Magazine* which he designed.

Another excellent example of



tribution by a well-known commercial artist, Robert J. Wildhack, on the problem of linking up the front and back covers of

the same thing is offered in the August issue of the *People's Popular Monthly*, here illustrated. It has caused not a little comment.

ARE YOU INTERESTED IN MEXICAN TRADE?

If you are we would call your attention to what Chas. H. Post, advertising manager of F. W. Devoe & C. T. Raynolds Co., New York, in an article in "Printers' Ink" of July 14 says about Mexican newspapers:

"A manufacturer can accomplish a great deal toward securing trade in all of Mexico by using just three dailies in Mexico City—The Herald (English), the Imparcial and the Diario (both Spanish). But it is best to back up the advertising in the Mexico City papers by space in papers of smaller cities. These three papers radiate all over the Republic. They reach a majority of possible consumers. CERTAINLY, THE MEXICO CITY HERALD WILL BE SEEN, ONE DAY WITH ANOTHER, BY FULLY THREE-QUARTERS OF THE AMERICANS OF THE COUNTRY.

"There are no advertising agencies in Mexico, but there are two concerns which place advertising. The Publicity Company of Mexico is managed by an American, who is also business manager of The Mexican Herald, and who seems to have a thorough knowledge of the best newspapers throughout the Republic.

"I left New York in February. I had been studying Mexican newspapers at a distance. I thought I knew something about Mexican trading conditions. But I had not been in Mexico three days before I realized how awfully little I had known."

We can tell you about Mexican newspapers, the best mediums and means of advertising so you can reach the buyers of Mexico. Write us and let us aid you and save you money.

THE MEXICAN HERALD CITY OF MEXICO

Calle San Diego 9

MEXICO

Apartado 106 Bis

ack illus-
e cover of
American
signed.
ample of



You save a lot of time and fuss and trouble in matching stocks, by using "STRATHMORE QUALITY" Book and Cover Papers—because they are made in the same mill, with a natural relationship to each other. But the trouble that Strathmore papers save in the actual work on the dummy is nothing compared to the trouble they save when the dummy is submitted to the customer.

MITTINEAGUE PAPER COMPANY

The "Strathmore Quality" Mills

MITTINEAGUE, MASS., U. S. A.



Barnes-Crosby Company announces the arrival of the perfect etching machine and will hereafter deliver machine etched half-tones, zinc etchings and color plates to all its patrons. The new method means printing plates of uniform quality, made with mechanical precision and is another evidence of Barnes-Crosby Company service.

Day and Night Service

Barnes-Crosby Company

E. W. Houser, President

Artists :: Engravers :: Catalog Plate Makers

Two Complete Establishments:

215 Madison Street, Chicago

214 Chestnut Street, St. Louis

Branch Offices:

NEW YORK
MILWAUKEE
CINCINNATI

DETROIT
MINNEAPOLIS
BIRMINGHAM

INDIANAPOLIS
MOLINE
SAN ANTONIO

KANSAS CITY
CLEVELAND
MEXICO CITY

MEMPHIS
TOLEDO



COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By GEORGE ETHRIDGE

Railroad advertising has run into a vast deal of money in late years. An exact schedule of the figures would probably disclose the fact that railroad publicity is well up towards the top in the advertising disbursements of the commercial world.

Of recent years the competi-

Colorado hills as he reads the text.

Had the artist done equal justice to the occasion by presenting the soft, ethereal atmosphere of the sun-kissed hills, with their jagged peaks, inviting a climb in the cool of the early morning or the gray of the evening twilight,



No. 1.

tion for summer travel has brought out some very excellent art work in connection with railroad advertising. Poor illustrations are the exception rather than the rule.

The Rock Island ad (No. 1) shown here contains some very powerful copy. The writer deserves much credit for a strong, imaginative appeal presented in words. One can almost feel "the sweet, sharp, wine-like air" of the



No. 2.

selves being educated to the real merits of American wines, and in that day the man who undertakes the job and goes at it intelligently will find himself in possession of a market that now responds to

"Ah!"

COOK'S
IMPERIAL
EXTRA DRY
CHAMPAGNE

Served Everywhere

about a million pops a week, of which about eighty per cent is imported from Europe.

On champagne advertising somebody needs to be waked up.

* * *



Once upon a day, presumably, a wandering artist walked into the office of the John McGowan Com-

pany, at Cincinnati, and presented for their careful consideration the brilliant idea here shown in reduced form.

Take a good look at it. Twist it around on all four sides. Get any angle of vision you think best and see if you can find anything either attractive or commendable about it, or any justification for a business concern paying out good money for such a hieroglyphic design in the first place, and spending further money for the space it occupies in a trade journal. The general effect is not unlike that of a dog chasing his tail.

It would be hard to find any reasonable excuse for it except that the McGowan Company are a great big concern and presumably have money to throw away wheresoever they choose.

But why charge this wasteful expenditure to the advertising account instead of the charity account?

* * *

The Empire Tire Case Company, of Council Bluffs, could



probably secure a great many illustrations that would come nearer to selling their steel tire protectors than the one here shown. Whether it is that the Iowa roads are arm deep in mud, or that automobile drivers around Council Bluffs use their old tires for life-preservers, the artist doesn't make quite clear in the picture, but the impression given the reader at long distance is that the announcement is not important enough to treat seriously.

This is a prevalent mistake with many small advertisers. They look upon advertising as more or less of a joke.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

ADVERTISING AGENCIES

STANLEY DAY AGENCY, New Market, N. J., established 20 years. Advertisements placed in any paper desired.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 60% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly, L. Maclean Beers, P. O. Box 1078, Havana, Cuba.

BILLPOSTING

FRANCIS PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES and CANADA, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

Write Moving Picture Plays!

Original Picture Plays sell for \$10 to \$100. Send 2 cent stamp for prospectus. Address N. E. LETENDRE, Indian Orchard, Mass.

PUBLISHING PROPERTY

\$25,000 will buy leading weekly trade paper earning over 25%. Undeveloped field. Big snap for some one. Other big interests only reason for selling. Address "TECHNICAL," care Printers' Ink.

There ever lurks a distinct interest for me in subjects that seem dry, dry, and unpromising as advertising stimuli. Do you make or sell anything so "thus" that you think it could not be treated after a fashion that could possibly make it attractive? If you DO, I'd be "deelighted" to hear from you.

FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.

Printer with excellent established plant (cylinders, small presses, stitchers, etc.), manufacturing a few specialties but not running full capacity, would form combination with party selling other printed specialties, or with solicitor of printing. Good opportunity for calendar salesman to get into business for himself. Plant in attractive suburban location, with operating expenses almost unbelievably low. Unsurpassed opportunity for long runs on either job or cylinder presses. Prefer man who can estimate accurately. Replies strictly confidential. Address "OPPORTUNITY," care Munnicchio's Co., 389 Main St., Springfield, Mass.

CUTS FOR SALE

FOR SALE. About 100 original cuts and drawings, used only once in our well-known house organs, "Roof Salad" and "Handshake." These illustrations are suitable for a variety of lines of business and for literary purposes. Proofs on request from responsible parties. GENUINE BANGOR SLATE CO., Easton, Pennsylvania.

HELP WANTED

ASSISTANT EDITOR. Class periodical. Some business experience necessary. Attractive opening for young man. State education, experience, salary expected. Communications confidential. "Howard," P. O. Box 1914, N. Y. City

Advertisement Writer

of experience and first-class PROVEN capacity in department store advertising. First-rate position with very large New York department store. Answer in own handwriting—not typewritten. "F. C. C.," care Printers' Ink.

EDITOR and Manager for established trade journal published in N. Y. City. Opportunity offered to right party to acquire interest if desired. Must be acquainted with engineering, advertising, giving age, experience, references and salary desired, "OPPORTUNITY," Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service, registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

Layout and "Dummy" Man Wanted

The Advertiser is a large specialty corporation, operating a small printing plant of its own, handling about \$200,000.00 worth of printing a year, much of which printing takes the form of booklets, catalogues and folders. The Advertising Department is in need of an expert layout and "dummy" man who has had experience in printing, but particularly a man who has handled the higher grade of catalogue, booklet and folder work. Please forward complete data in your first letter, stating your age, experience, amount of compensation required, and samples of your work, together with references. All applications will be considered as confidential, but immediate action is necessary. "M. M. W.", care Printers' Ink.

MISCELLANEOUS

I Buy

Unused United States Postage Stamps in any quantity. All denominations. Send for rates. ALFRED A. ISAACS, Department 1, 26 Broad Street, N. Y.

My Plan Doubled a Trade Paper's Revenue

in 21 months and raised it in advertising patronage from near the bottom to the top in a field of ten papers. Details given free to any publisher, trade or otherwise, who want more business. Address "R. J.", care Printers' Ink.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

CIRCULATION Manager and Humorist wants position. Something new. Investigate. Address "C. R. S.", care Printers' Ink.

WHO WANTS ME. Young married man 26 years old wants position as assistant advertisement writer. Experience more object than salary. Address "W. H. G.", 746 Reservoir Street, Baltimore, Md.

COPY MAN and Artist, commercially well-trained, wants position per Sept. 1st. Does fine work in line and wash photo retouching and lettering. At present employed by prominent agency. Samples on request. Salary \$1,800. Address "S. C.", care Printers' Ink.

ADVERTISING MANAGER — Wants an offer. His charge publicity department of large manufacturing concern. Is successful copy writer and manager. Good in executive, constructive and initiative. No proposition or responsibility too large. Locate anywhere, large or small town. Correspondence solicited. "MANN," care Printers' Ink.

An Advertising Man Desires to Make a Change

Are you in need of an advertising man who can show you that he has made success. Seven years experience on magazine and trade journal work, knows the West and its accounts thoroughly. Acquainted with all of the advertising agencies and their staffs. Can refer to present employer, who now has his services, for references. Write now to "B. B. W." care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.

 PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1909, **20,628**. Best advertising medium in Alabama.

Montgomery, *Journal*, dy. Aver. 1909, **10,170**. The afternoon home newspaper of its city.

COLORADO

Denver, *Post*, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, **61,088**.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, *Morning Telegram*, daily** average for June, 1910, sworn, **13,335**. You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

Meriden, *Journal*, evening. Actual average for 1908, **7,726**; for 1909, **7,729**.

Meriden, *Morning Record & Republican*. Daily aver. '08, **7,729**; 1909, **7,739**.

New Haven, *Evening Register*, daily. Aver. for 1909 (sworn) **17,109** daily 2c.; Sunday, **13,229**, 5c. Largest and best circulation in New Haven.

New Haven, *Union*. Average year, 1909, **18,547**. E. Katz, Special Agent, N. Y.

New London, *Day*, ev'g. Average 1909, **8,738**. A model newspaper; get a copy.

Norwalk, *Evening Hour*. Average circulation exceeds **3,800**. Carries half page of wants.

Waterbury, *Republican*. Average for 1909, Daily, **6,651**; Sunday, **7,051**.

Waterbury, *Herald*. Sundays. Average circulation for 1909, **13,887** net paid.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Average, month of June, 1910, **50,616** (© G).

FLORIDA

Jacksonville, *Metropolis*. Average, February, 1910, **14,414**. E. Katz, Special Agent, N. Y.

Jacksonville, *Times-Union*. Average month of May, 1910, Sunday, **24,644**; daily, **20,625**. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, *Daily Republican*. Entitled to Roll of Honor distinction. Need more be said?

Champaign, *News*. Leading paper in field. Average first five months, 1910, **5,161**.

Chicago, *Bredder's Gazette*, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, **78,496** and all quality. Rate, 35 cents, flat.

KENTUCKY

Lexington, Herald. D. av., '09, 6,872. Sunday, 7,302. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 46,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday *Telegram*, 10,505.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, 79,234; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 85,416. For July, 1910, \$1,000.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (O.O.). Boston's tea table paper. Largest amount of week day ad.

Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, 186,278; Gain, 3,981

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 465,579 lines

2,604,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.

Burlington, Hawk-Eye, daily. Average 1909, \$180. "All paid in advance."

Davenport, Times. Daily av. July, '10, 16,360. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, Eve. Journal. Only daily in county, 2,000 subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies m'thly

Fall River, Globe. The clear home paper. Best paper. Largest cir. Actual daily av. 1909, 7,888.

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,522; 1908, 16,396; 1909, 16,539. Two cents Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST July

AVERAGE JULY, 1910

The Sunday Post

257,518

Gain of 6,012 Copies
Per Sunday over July, 1909

The Daily Post

335,524

Gain of 50,850 Copies
Per Day over July, 1909

Salem, Evening News. Actual daily average for 1909, 18,974.

Worcester, Gazette, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, L'Opinion Publique, daily (G). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. \$0,000.

Jackson, Patriot, Aver. June, 1910, daily 10,881, Sunday 11,877. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1909, 14,279. Exam. by A.A.A.

MINNESOTA

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 25,587.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, 56,455 A.A.A.

CIRCULATION

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.

by Printers'
Ink Publish-
ing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.



Minneapolis Journal, Daily and Sunday (G). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 76,356. Daily average circulation for July, 1910, evening only, 77,631. Average Sunday circulation for July, 1910, 79,005. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, Herald, evening, Daily circulation for 1909, 1,109; January, 1910, 1,382.

MISSOURI

Joplin, Globe, daily. Average, 1909, 18,113. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, 8,832. Smith & Budd Company, Eastern Reps.

St. Louis, National Druggist (G). Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,056. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, Deutsch-Amerikaner Farmer weekly, 142,208 for year ending Dec. 31, 1909.

Lincoln, Freie Presse, weekly. Average year ending Dec. 31, 1909, 142,084.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 28,198. Last three months 1909, 28,888.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c-'07, 20,270; '08, 21,336; 2c-'09, 19,062; March, '10, 20,363.

NEW YORK

Albany, Evening Journal. Daily average for 1909, 16,921. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,900.

Buffalo, Courier, morn. Average, Sunday, 86,737, daily, 46,284; *Enquirer, evening,* 26,000.

Buffalo, Evening News. Daily average for 1907, 94,543; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald.* Daily average for 1909, 6,836.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,000.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (OO).

Ladies' Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guarantee.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 10,000; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 31,000. Evening, 399,500. Sunday, 460,955.

Albany Star, Evening. Daily average per, 1909, 8,013; February, 1910, 5,547.

Ithaca Gazette, daily. A. N. Liectv. Actual Average for 1909, 17,470; for June, 1910, 18,114. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Ithaca Star. Aver July, 1910, 14,198. Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica National Electrical Contractor, mo. Average for 1909, 3,583.

Utica Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 15,117.

NORTH CAROLINA

Asheville Gazette-News. Average '09, 5,643. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

Charlotte News. Evening and Sunday Aver., 1907, 5,893; 1908, 6,782; 1909, 7,346. Try it.

NORTH DAKOTA

Grand Forks Normandien. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland Plain Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For June, 1910, 88,239 daily; Sunday, 113,132.

Columbus Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

Youngstown Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City The Oklahoman. June, 34,204 week day, 40,448 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland Evening Telegram is in its 33rd year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,962.



Portland, The Oregonian, (OO). June average circulation. Sundays, 55,000; Daily, 37,063. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Chester Times, evg d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop. Mgr.



Erie Times, daily. 21,448 average July, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Harrisburg Telegraph. Sworn average July, 1910, 17,523. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.



Johnstown Tribune. Average for 12 mos., 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin
Net Daily Average for June, 1910

235,936
COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia Confectioners' Journal, mo. Average 1908, 5,617; 1909, 5,622 (OO).

OOOOOOOOOOOOOOOOOOOOOOOOOO
Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (OO). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (OO), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

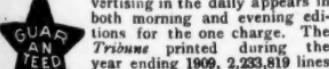
THE Boston *Evening Transcript* is the Great Resource Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE *Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged by Pub. Co. — daily or Sunday.



My Printers' **THE MINNEAPOLIS TRIBUNE** is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 lines; the number of individual ads published were 24,743. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City *Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 34,204. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (○○).

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, June 1910, 60,416 (○○).

GEORGIA

Atlanta Constitution (○○). Now as always, the Quality Medium of Georgia

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (○○); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (○○). The oldest and most influential textile mill journal.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(○○) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (○○).

NEW YORK

Army and Navy Journal, (○○). First in its class in circulation, influence and prestige.

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (○○). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (○○). Established 1874. The leading engineering paper in the world. Av. circulation over 17,800 weekly.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation averages over 18,000 per week. McGRAW PUBLISHING COMPANY.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (○○) the best and most influential fruit growers' paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (○○), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,995.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (○○), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (○○). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (○○) and the Evening Mail. Circulation 16,537, flat rate.

Business Going Out

Orders have gone out to a list of women's publications for the advertising of Morse Bros., Canton, Mass., on Rising Sun Stove Polish. The business is handled by the F. P. Shumway Company.

L. Basch, Chicago, advertising mail-order jewelry, will begin a campaign in a list of high-grade weeklies and magazines starting with September issue. Half-page copy for standard magazines is being sent out through H. W. Kastor & Sons, Chicago and St. Louis, who are placing the account.

H. W. Kastor & Sons, St. Louis, are sending out copy and orders to a list of daily newspapers published in the South and Southwest, for the Southern Hotel, same city.

Peter J. Seippel Lumber Company, Dubuque, Ia., is sending out orders to farm papers in Iowa and the Dakotas, advertising lumber and building material direct to consumers. Orders for 368 lines display to run t. f. beginning with August issues are going out through the St. Louis office of the J. Walter Thompson Company.

The International Realty Company, Chicago, is sending out copy and orders to high-class weeklies and magazines for September, October and November numbers. Twenty-eight-line display copy is going out through H. W. Kastor & Sons, Chicago and St. Louis.

The Plapao Laboratories, St. Louis, formerly advertised under the name of the Stuart Plaster Pad Company, are making up a list of mediums for a fall and winter campaign. Dailies, weeklies of dailies, mail-order papers, farm journals and magazines will be used. Copy will begin with October issues.

The Kansas City Veterinary College, Kansas City, is using a small list of farm papers published in the Middle-West. One-inch display copy is being used. Orders are placed through Horn-Baker Advertising Company, same city.

E. W. Rose Medicine Company, St. Louis, manufacturer of "Zemo" for eczema, is using dailies on the Pacific Coast. The advertising is handled by the D'Arcy Advertising Company, same city.

The Tonsiline Company, Canton, O., will shortly begin a campaign in daily newspapers in October. Display copy of various sizes to run on a six months' campaign will be used in the big dailies. The business will be placed by Nelson Chesman & Co., St. Louis.

McDowell Ginseng Garden, Joplin, Mo., is sending out copy and orders

to a list of magazines to start with October. H. W. Kastor & Sons, St. Louis, are placing the business. Small display space is being used.

Mrs. Dr. Perry, St. Louis, is advertising a book for mothers, in high-class women's publications, using twenty-two-line display copy. The advertising is being placed through the St. Louis office of the Chas. H. Fuller Company.

The One Minute Washer Company, El Reno, Okla., manufacturers of washing machines, will shortly begin a campaign in mail-order papers and weeklies to advertise its machines on the direct-to-consumer plan. One hundred-line display copy will be used. H. W. Kastor & Sons, St. Louis, are sending out orders.

The Spencer Apiares Company, Nordhoff, Cal., dealer in bees and bee-keepers' supplies, is sending out orders for small display space through H. W. Kastor & Sons, St. Louis. Mail-order papers and weeklies are being used.

The Majestic Manufacturing Company, St. Louis, will shortly begin a fall campaign for advertising the "Great Majestic" line of ranges. Orders and copy are now being placed by H. W. Kastor & Sons, same city, who are handling the advertising. Three hundred and seventy-five, one hundred and sixty-eight and forty-two-line display copy will be used in agricultural publications, weeklies of dailies and a small list of high-grade weekly magazines.

Buster Brown Hosiery Mills, Chattanooga, Tenn., will inaugurate an extensive campaign beginning with October numbers of high-class women's publications and one or two standard magazines for advertising "Buster Brown" Stockings. Seventy-line display copy will be used. Copy and orders have already gone out through Nelson Chesman & Co., who are placing the advertising.

H. W. Kastor & Sons, St. Louis, have closed a contract with the Commercial Car Company, of Indianapolis, Ind., manufacturers of "Universal Power Wagons." A campaign is soon to be started in the automobile trade papers to interest dealers; this will be followed by a campaign in magazines and weeklies.

The Pontiac Shoe Company, Pontiac, Ill., will place its advertising during the coming season through H. W. Kastor & Sons, Chicago and St. Louis. Agricultural papers published in the Middle West will probably be used this fall. A list of mediums will be made up shortly.

The F. P. Shumway Company is making plans for next year's advertising of the Bigelow Carpet Works. Magazines will be used.

This agency is also handling all of the advertising of the Bowker Insecticide Company, and is advertising Bowker's Pyrox in magazines and agricultural papers.

The E. T. Burrowes Company, Portland, Me., is planning an advertising campaign for their portable billiard and pool tables. The account will be handled by the Ironmonger Advertising Agency, of New York.

Wood, Putnam & Wood are sending out orders to a limited list of mediums on the advertising of Park & Pollard, Boston's leading poultry and poultry supply house.

This agency is also handling an appropriation from the Walpole Rubber Company, Walpole, Mass. Orders are going out to magazines of a general character covering eight months' advertising beginning in October.

The Doctor's Daughter Company, Westerly, R. I., is using newspapers in cities where its medicines are on sale.

Orders are going out to a list of magazines for a campaign on the Douglas Shoe Company, Brockton, Mass.

The New York office of the George Batten Company has secured an advertising appropriation from the United Shoe Machinery Company, Albany Building, Boston. Orders are going out to a list of general mediums for two to three pages.

The Blume Company is using large space in mail-order papers through the New England Advertising Agency, 68 State street.

C. H. Metz, Waltham, Mass., is using space in national mediums for the advertising of the Metz Automobile.

H. E. Ayres & Co., 164 Federal street, Boston, are considering mediums for next year's advertising of the Magee Furnace Company, manufacturer of Magee Boilers and Heaters.

The large advertising of Burnham & Morrill, Portland, Me., in leading women's publications has been very successful. So many new dealers were secured through this campaign of their various products that no more mediums will be added for several months, owing to their inability to handle any more business.

The P. F. O'Keefe Agency is sending out orders to a few New England newspapers for the advertising of Winchester Repeating Arms Company, New Haven, Conn.

The Walton Advertising & Printing Company is sending out orders on the fall campaign of the Winchester

Heater. Fifty-line copy is used and twenty-six insertions given to papers which ran the business in the spring.

The Commonwealth Hotel is sending out four-inch copy to New England papers to be inserted for six months and one year. Payment is made in accommodations.

G. W. Tyler is sending out half-page copy to New England papers on the advertising of the California Refining Oil Company.

The Boston & Maine Railroad will send out orders for display advertising to papers in cities along their routes from which excursions are run. A large number of excursions are scheduled for the month of August.

Green & Co., a Boston commission house, are sending out four-inch copy to agricultural papers in New York state.

The Welch Remedy Company, whose offices are in the Old South Building, Boston, will be glad to make arrangements with New England papers for the advertising of a powerful essential oil.

AN ADVERTISING ENCYCLOPEDIA IN ITSELF.

THE SILVER MANUFACTURING CO.
SALEM, O., July 16, 1910.

Editor of PRINTERS' INK:

Your twenty-second anniversary number has just been received, and even a hasty examination reveals a remarkably complete edition. The index shows it to be almost an advertising encyclopedia in itself.

THE SILVER MFG. CO.
WM. L. WRIGHT,
Advertising Manager.

"A Daily Newspaper for the Home."

The Christian Science MONITOR

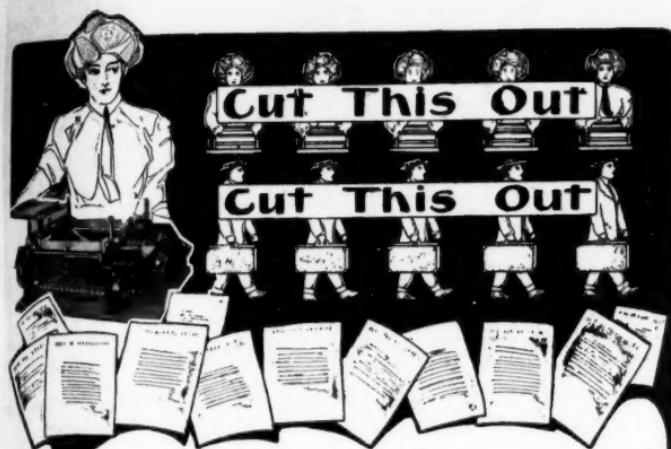
OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.



Multiply your selling power by letters and multiply the power of your selling letters with a Printograph—the perfect multiple letter machine.

The more good letters you put into the mail box, the more good orders you'll get out of it. With the Printograph—the perfect multiple letter machine—you can do nine-tenths of your selling work. You can locate and interest your prospects so your salesmen can spend their time *closing sales* instead of doing missionary work.

*Aids the Advertising Manager and Agent.
And multiplies the Advertisers' Profits.*

Besides its great purpose as a seller of goods, the Printograph is useful to advertising agents and managers in many other ways. It takes proofs clearly and cleanly and does all kinds of small printing jobs.

20,000 Letters a Day—Real Letters.

The Printograph can do as much work as 200 stenographers—do it better, do it quicker and cheaper. Any boy can operate it, either by hand or attached to an ordinary electric light socket, consuming about the same as a 32-candle power lamp.

This perfect multiple letter machine operates on exactly the same principle as a typewriter; it prints by impact instead of pressure; the type ribbon and roller are of exactly the same material used on exactly the same principle as on your typewriter.

Every letter it produces has a human—struck-one-key-at-a-time look that no other form letter process has ever achieved.

The Printograph requires no more space for its operation than a typewriting machine—makes less noise and is just as cleanly.

Proof Before You Pay.

We will put a Printograph in your own office to use without cost or obligation. If you're not convinced it will increase your selling power by several figures, send it back—that's all.

Cut out this coupon to-day and we'll tell you and show you how the Printograph can help you cut out a lot of unnecessary salesmen's and stenographers' work—how you can sell more goods for less expense.

Cut This Out

U. S. Printograph Company
1804 12th Street
La Crosse, Wisconsin



United States Printograph Company,
La Crosse, Wisconsin, No. 1896
Tell without cost or obligation all about the Printograph and how it can help me in my business.
Also explain your Free Trial Offer.
Name.....
Address.....



Four-Square Advertising

8.—As a Means of Reaching a Well-Defined Class of People.

A very large majority of the American people whose trade is desirable are honest, sober, law-abiding and conscientious. They hold truth and honor in high esteem; they are respected by their neighbors; they walk uprightly before their fellowmen, and shun those who do not.

Advertising matter, in order to win the patronage of such people, must be prepared with scrupulous care, and placed in mediums which measure up to the standard of our best citizens.

It will not do to assume that because an advertisement is "clever," or because it "attracts attention," it will appeal to the calm judgment of the right class of people and cause them to buy; neither is it safe to assume that because a publication has a very large circulation it will exert the necessary influence to make it a profitable medium for the advertiser to use. That well-defined class of Americans under consideration judge an advertisement solely by its appeal to their reason, and if it appears in a medium of which they cannot fully approve they are prejudiced against it from the start.

The word "class," as used above, does not mean money, or so-called culture, or social position. It means those qualities which are embodied in the typical American of home and family. Write your advertising in the straightforward, Four-Square way that will win his confidence. Place it in the Four-Square medium that you know he respects, admires and has faith in—the medium that stands for uprightness and fair dealing, and proves that it has the courage of its convictions by keeping its advertising columns so clean that it guarantees them to its readers on a refund-your-money basis.

SUCCESS MAGAZINE is a Four-Square Medium.

Frank E. Morrison, Advertising Manager
Success Magazine Building, New York

HARRY T. EVANS . . . Western Advertising Manager
Home Insurance Building, Chicago

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